



SPONSOR REPORT

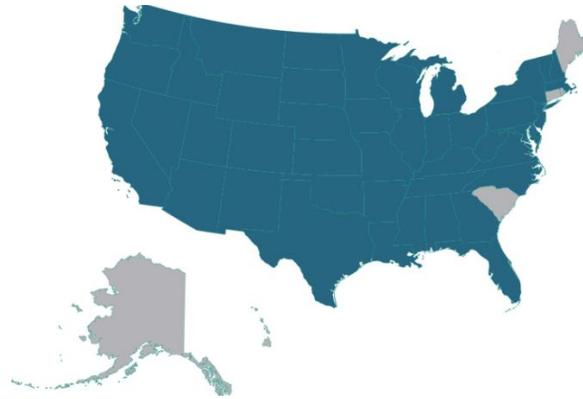
COLLEGE AGGIES ONLINE
Agriculture Engagement and
Scholarship Program



Animal Agriculture Alliance
Connect | Engage | Protect

2017 COLLEGE AGGIES ONLINE PROGRAM

The 2017 College Aggies Online (CAO) program had 291 participants from 89 different universities in the individual division. In the club division, there were 30 agricultural clubs participating. These students represented 43 states and 89 universities. Over the course of the competition, students generated more than 3,400 social media posts reaching 4.4 million people. The clubs hosted 73 campus and community activities reaching 16,000 people.



CAO 2017 participants were from the 43 states highlighted in blue.

QUOTES FROM 2017 PARTICIPANTS

- “I really enjoyed this competition, I got to learn about segments of agriculture that I wasn't familiar with and how to be more effective on social media!”
- “I am more confident in discussing controversial issues in agriculture because of this program. Participating in the College Aggies Online Program has been one of the best graduate school experiences I have had. I cannot wait to participate next year!!”
- “College Aggies has opened my eyes to all the different ways you can ‘advocate’ on social media! The assignments were challenging, but they also provided more engagement than the standard text or graphic post!”
- “I feel more confident in my content creation and in speaking with others about agriculture.”
- “College Aggies has taught me to step out of my comfort zone when promoting agriculture on social media! I also learned how to edit videos and the importance of hashtags!”
- “College Aggies pushed me to post about topics I never imagined I would before. It pushed me to let my voice be heard. I now have more friends/family ask me questions regarding agriculture that I never thought would.”
- “I have learned to focus on communicating in a relatable fashion, utilize graphics and visuals in a simple yet understandable way and understand that most people are not involved or familiar with agriculture, so we have to communicate accordingly.”

ABOUT COLLEGE AGGIES ONLINE

College Aggies Online, held for nine weeks in the fall, is an initiative of the Animal Agriculture Alliance to develop life-long advocates for agriculture. Participants receive training and advice from industry experts. The Alliance provides the students with talking points, tips on engaging with consumers, sample content and links to resources and tools.

Each week, individual participants receive assignments, including writing blog posts, creating infographics, interviewing consumers and creating videos. Students engage on social media by posting about current and emerging issues facing farmers and ranchers and telling personal stories. While the individual participants are assigned tasks each week, participating clubs are able to pick and choose from a variety of challenges, such as visiting local elementary schools, hosting a campus event promoting agriculture and hosting a food drive.

Participants earn points throughout the competition based on the quality and quantity of their work. The top three scoring individuals and clubs receive a scholarship along with an invitation to attend the Alliance’s annual Stakeholders Summit.

TOP INDIVIDUALS:



1st PLACE

Erica Ballmer, master's student in youth development and agricultural education, Purdue University

Connection or background in agriculture: Although I've never lived on a farm, I grew up in and around agriculture. Both of my parents were raised on dairy farms and I found my true passion for the dairy industry through showing dairy cattle and participating in dairy judging in both 4-H and FFA. I'm a 2016 graduate of the University of Wisconsin – Madison, earning a bachelor's degree in dairy science and life sciences communication. During college, I was involved in agricultural student organizations, including Collegiate Farm Bureau and the National Agri-Marketing Association. Through my extra-curricular activities, I discovered my desire to engage with consumers about how their food is grown.

Future career goals: I'm pursuing a master of science degree at Purdue University, specializing in agricultural communication. Following graduation in May 2018, I hope to attain a position in agricultural marketing or communications, ideally in a role that will allow me to continue to bridge the gap between farms and consumers.



2nd PLACE

Allison Burenheide, master's student in animal science, Oklahoma State University

Connection or background in agriculture: I've shown cattle, sheep and pigs across the country, while also working on my family's cow-calf operation. I'm a fourth-generation producer of a 400 head Sim-Angus cow-calf operation with my dad and grandpa located on the Western Slope of Colorado. After getting my bachelor's degree at Texas A&M University with a double major in animal science and agricultural communications and journalism, I am currently working toward my master's degree at Oklahoma State University.

Future career goals: After many internships, I've realized my passion is agricultural communications. I've worked as the communications intern for the Texas Pork Producers Association and the food animal marketing intern for Merck Animal Health. I hope to have a career in marketing for an association, animal health company or major stock show.



3rd PLACE

Alex Jacks, Master of Business Administration student, Mississippi State University

Connection or background in agriculture: My connection to agriculture began at a young age when my grandfather introduced me to the equine industry. My interest grew when I joined and became extremely involved in 4-H and FFA. I participated in horse shows, livestock shows, judging competitions and leadership events, which allowed me to gain more knowledge about the industry and ultimately make the decision to get an agricultural communications and journalism degree from Texas A&M University. Currently, I am pursuing an MBA at Mississippi State University.

Future career goals: My future career goals involve working within a marketing and communications division of an agricultural company.

TOP CLUBS:



1st PLACE

Agriculture Club, Western Illinois University

The Western Illinois University Ag Club is comprised of students from the Communicating Agriculture Issues course. This course is focused on promoting agriculture, but is also a writing intensive course where a great deal of time is spent improving written communication. Students in this class come from varied agriculture backgrounds, but by participating in different challenges, they were able to increase their knowledge in areas they knew little about. They may not be experts in each area, but now have a base level of knowledge to discuss with consumers.



2nd PLACE

Advocacy Class, Northwest Missouri State University

The Advocacy Class consists of 25 students studying agricultural education, agricultural business and agricultural science. The course is designed to prepare students to be advocates for the agriculture industry. Students gain the ability to recognize and understand various public perspectives regarding the agriculture industry. Students learn to develop and disseminate material to inform the public concerning the nature of plant and animal production.



3rd PLACE

Les Voyageurs, Louisiana State University

The Les Voyageurs organization consists of a select group of individuals that serve as the official student ambassadors of the LSU College of Agriculture. Each member is an agricultural student. The club engages in recruitment events with prospective students, retention events with current students, and networking with alumni.

SOCIAL MEDIA POSTS

Allison Burenheide
October 12 · Marena · 🌐

Thankful for the farmers that work tirelessly to produce beef, because it's what's for dinner! #CAO17 Beef. It's What's For Dinner!

WHAT'S THE DIFFERENCE?

GRAIN FINISHED OR GRASS FINISHED



22.6 g Protein
3.8 mg Zinc
1.6 mg Iron



21.8 g Protein
3.7 mg Zinc
1.8 mg Iron

Grain finished beef has a **lower carbon footprint**, they produce less methane & use less natural resources.



Lean beef (Grass or Grain Fed) is part of a **heart healthy diet** & contributes less than 10% of total fat to the American Diet!

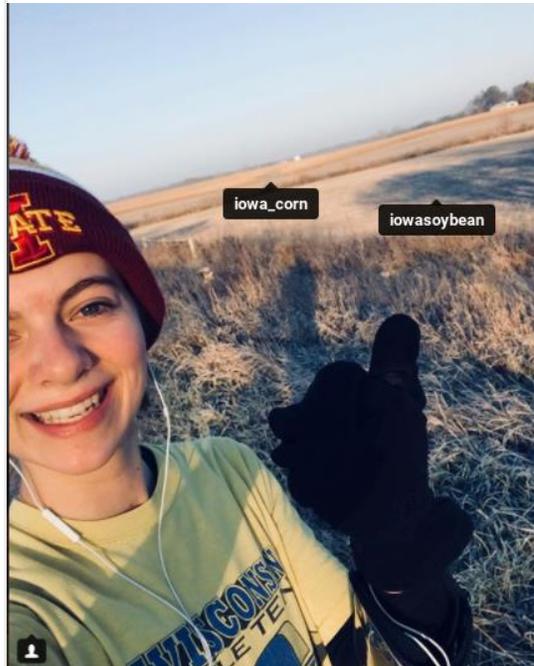
DYK No matter which beef you choose, **all beef is raised responsibly, sustainably and safely** by farmers providing for their family and yours!

Learn more at <https://www.beefitswhatsfordinner.com/cuts/grass-vs-grain>

Like Comment Share

Melissa Crosswhite, Kristi Ramsey and 245 others

2,158 Shares



madeline_mcgarry
Cambridge, Iowa

madeline_mcgarry It's already the last week of the #CAO17 competition... 😞

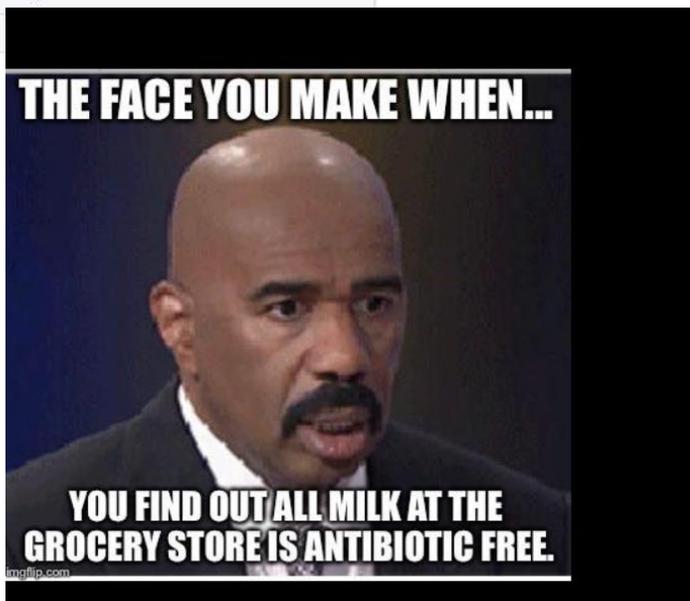
Running in Iowa means running by endless acres of #crops, from #corn 🌽 to #soybeans. 🌱 This morning, I caught a glimpse of the state's #harvest progress. This picture sums up the statewide trend pretty accurately. 🍂

As of Nov. 5, #Iowa has harvested 67% of its corn for grain, and 92% of its soybeans. Let's hope that this year's shift to barren fields will result in a successful year for #farmers nationwide. 🇺🇸 #CAO17

65 likes

NOVEMBER 8

Add a comment...



Do you pay extra for "antibiotic free" milk? Guess what! All milk at the grocery store is antibiotic free. Stop paying extra for something you feel is safer, when really it all already is. Check out the video below for more information! #CAO17 #undeniablydairy

<https://youtu.be/MZYPTIS91FU>

Tag Photo Add Location Edit

Like Comment Share

Courtney Thorman, Miranda Wright and 47 others

8 Shares

4 Comments

Jaci France Like Reply 1 · September 24 at 4:43pm

Jaci France My sister had someone lecturing her on GMO's, antibiotics, & pesticides last



manelson6
 manelson6 DYK that ewes (mature female sheep) give birth to 1 to 3 lambs (baby sheep) during lambing? These little cuties weigh 8-10 pounds when they are born and mama and babies are kept in a jug (individual pen) to promote bonding. #CAO17 #sheep #lambs #agriculture
 bamanodak2017 Or more... or less...

skunbergerry, kelyko912, whoishellen, lornadinosaur, erimarie27, nicoleseilly, greggolombeski, conradschwarzkopf, speedygrube and chelsealiveshappy like this
 OCTOBER 20
 Add a comment...

Verizon 11:13 AM 48%

Emily Solis is with Erin Rene Lucci and 6 others.
 Saturday at 10:07 PM

There's a great sense of pride when working tirelessly to put food on the table of families across the country. Farmers are confident the products they raise all year long are safe and wholesome when they reach your family's table! #CAO17 #ThankAFarmer #Farm365



844 Views

Like Comment Share

Write a comment... GIF



Erica Ballmer
 November 11 at 5:23pm

When it comes to food and agriculture, there are lots of things I would like consumers to know. But, when asked to pick only one, I would have to say is that farmers care about their animals and crops and the products they provide to consumers. Personally, I know this to be especially true in the dairy industry. Check out the video to learn more. #cao17

By: Erica Ballmer -1:31

592 Views

Like Comment Share

Madeline McGarry, Arryn Blaine and 29 others

4 Shares

Erica Ballmer To learn more about how dairy farmers care for their cows, check out Dairy Good for more resources.
 Like · Reply · 2 · November 12 at 10:59pm · Edited

Carla Schwartz This is awesome!!!
 Like · Reply · 1 · November 11 at 8:21pm

Write a comment...

INDIVIDUAL ASSIGNMENTS

THE UNITED STATES DAIRY INDUSTRY

BY THE NUMBERS



41,809

In 2016, there were 41,809 licensed dairy farms in the United States. Of these dairy farms, 99% are family owned and operated.

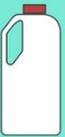


9.41M

As of August 2017, there were more than 9.41 million dairy cows producing milk in the United States.

24.7B

In 2016, U.S. dairy cows produced 212 billion pounds of milk. That the equivalent of 24.7 billion gallons!



FARMERS CARE FOR COWS

QUALITY HOUSING

Dairy farms come in all shapes and sizes. No matter the type of barn, stalls or bedding, farmers ensure that cows have access to clean, comfortable shelters to ensure health and safety.



BALANCED DIET

Dairy cows are fed a balanced diet, comprised of grasses, grains, as well as other ingredients. Dairy farmers work with nutritionists to ensure the cows are receiving all the nutrients they need to be happy and healthy.



RESPONSIBLE ANTIBIOTIC USE



Sometimes cows, just like humans, fall ill. Farmers take care to work with their veterinarians to administer antibiotics, only when absolutely necessary.



Milk from cows receiving antibiotics does not enter the food supply. Since 2010, ZERO dairy products have tested positive for traces of antibiotics.

ALL MILK AT THE GROCERY STORE IS ANTIBIOTIC-FREE



NUTRITIONAL VALUE OF MILK

ONE 8 OZ. GLASS OF LOW-FAT MILK CONTAINS:

Calcium (30% DV)	Potassium (11% DV)	Phosphorus (20% DV)
Vitamin D (25% DV)	Vitamin A (15% DV)	Vitamin B12 (13% DV)
Protein (16% DV)	Riboflavin (24% DV)	Niacin (10% DV)

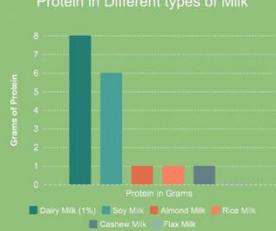
Sources: Dairy Good, Progressive Dairyman, Purdue University, Department of Animal Sciences, United States Department of Agriculture, Economic Research Service, Washington Dairy

REAL MILK MADNESS

How does dairy milk stack up to other types of milk?

Protein is an essential nutrient found most abundantly in animal-derived products. Protein helps the body build and maintain strong muscles and ensures healthy tissue function.

Protein in Different types of Milk



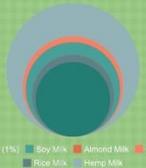
Milk is an easy and delicious way to get your daily recommended amount of protein.

What about other essential nutrients?

Compared to other types of milk, 1% dairy milk has the least total fat per serving, which makes it an excellent choice for consumers who are watching their waistlines.

Milk is also rich in B Vitamins, which assist the body in metabolizing energy and iron. Because of this, milk can give you small amounts of slowly-released energy to help you power through your day.

Grams of Total Fat per Serving



Dairy milk provides you with 30% of your daily calcium in one 8 oz. serving to keep those bones strong.

Cost Concerns



Dairy Milk
\$0.18 per serving



Soy Milk
\$0.56 per serving



Coconut Milk
\$0.52 per serving

So what does this all mean?

The facts don't lie. The milk produced by America's dairy farmers is second to none in terms of health, nutrition, and cost.

Infographic by Dalton Tietz



#MeatMatters

When I think about why meat matters, I instantly think of my dad. His diagnose of Hyperthrophic... See More

Lydia Boley and 64 others 6 Comments

Lindsey O'Hara

When I think about why meat matters, I instantly think of my dad. His diagnose of Hyperthrophic Cardiomyopathy, a very common heart disease, drastically affected our family. We started thinking about what we ate and how we could make changes to be healthier. I remember hearing and believing that eating red meat was bad for your heart. By becoming a more informed agriculturist and through much research, I realized what I heard was the farthest thing from the truth. Meat is a very important part of a balance diet, as it supplies us with multiple nutrients we need that we might otherwise not receive from other foods. "Meat is one of the most nutrient dense foods, providing high-quality protein, heme-iron, zinc, and vitamins B6 and B12." As we all know, a nutrient rich diet is the best way to combat health issues of all types. So my family, instead of removing all types of meat from our diets, we ate moderate amounts and reduced saturated fats significantly. I highly suggest if you're trying to eat healthier or want to make healthier decisions do your research! **#BEEF #MeatMatter #CAO17 #wiuaglife** <http://www.meatpoultrynutrition.org/content/controversies> — with Loni O'Hara.

YESTERDAY AT 1:01 PM

Lydia Boley and 64 others 6 Comments



Ashley Brincks
October 3

For this weeks College Aggies Online assignment I have the opportunity to tell a farmers story. Naturally, I chose to talk about my best friend, my dad. My dad is my biggest role model, teaching me everything I know about agriculture. From farrowing sows, raising feeder pigs, raising feeder cattle, row crops, working at a local coop and so many other things over the years, he still makes time to be the best dad I could ever ask for. Through my agriculture advocacy class, I hope to tell not only my story but also his. I would be nothing with my dad. **#CAO17 #NWAgAdvocacy**

Tag Photo Add Location Edit

Like Comment Share

Katie Mae, Cutler Derr and 41 others

Write a comment...

Sample Blog Post Assignments:

Morgan Lemley - <https://mblaggie.blogspot.com/2017/09/my-journey-through-agriculture.html>

Allison Burenheide - <https://aggieagvocate.wordpress.com/2017/10/20/the-world-is-scary-feeding-your-family-isnt/>

Sheradan Hill - <http://www.cattleandcoffee.com/2017/09/jumping-into-college-aggies-online.html>

Erica Ballmer - <http://wp.me/p5KoCH-3C>

CLUB CHALLENGES

CAMPUS DINING COLLABORATION- EASTERN OKLAHOMA STATE COLLEGE AG AMBASSADORS



The Ag Ambassadors partnered with the Aggies Club and Phi Theta Kappa to host a meet and greet with their food service manager. Attendees could ask questions about the campus food supply. The club learned that a lot of thought goes into what food is used in the cafeteria and where it comes from. The food service manager strives to provide fresh, healthy food for students. A local farmer participated in the event as well and provided ideas for local alternatives.

UNDENIABLY DAIRY – WESTERN ILLINOIS UNIVERSITY AG CLUB



WIU Ag Club handed out 200 slices of pizza to students on their campus. Students seeking the free pizza were asked to complete a brief survey on their knowledge of dairy foods and production and factors influencing dairy purchasing decisions. The club handed out information packets and fact sheets about dairy to those who were interested in learning more.

CAMPUS EVENT – CORNELL UNIVERSITY DAIRY SCIENCE CLUB



On November 3rd, Cornell University Dairy Science club welcomed over 300 guests to their 'Dairy Day' celebration. Visitors were able to sample free dairy products, see cows and calves, watch cows being milked and talk to dairy science students. Kathryn Boor, the Dean of the College of Agriculture and Life Sciences and a former dairy princess, was able to attend and meet with students attending.

AGGIES AT THE CAPITOL – LOUISIANA STATE LES VOYAGEURS



Liked by [danigirl4543](#), [fluffy_is_lyfe](#) and 80 others

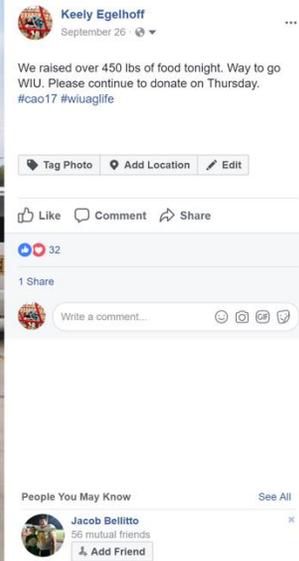
[great_tate31](#) Had the pleasure of meeting Louisiana Lt. Governor Billy Nungesser last night. Very thankful to be able to discuss his continuing commitment to Louisiana Agriculture. #NASDA2017 #LPLG

SEPTEMBER 13



Club members met with governmental officials from not only Louisiana, but the entire United States, as they were in town for the National Association of State Departments of Agriculture Annual Meeting. Members of the club promoted Louisiana agriculture and taught representatives about the state's valuable commodities. Club members met with the Lt. Governor, Commissioner of Agriculture and a House Agriculture Committee member, and had an amazing experience at the conference.

CANNED FOOD DRIVE – WESTERN ILLINOIS UNIVERSITY AG CLUB



WIU held a food drive on campus during the week of September 24-29. They set up a booth for three days collecting food for a new school food bank. They partnered with the homecoming committee and the Student Association for Nutrition Education. During homecoming events, teams were able to donate food for extra points toward their teams' scores. They collected over 1,000 pounds of food for the food pantry. The food will be distributed to students on campus in need.

NEWBIES ON THE FARM – NORTHWEST MISSOURI STATE AG ADVOCACY CLASS



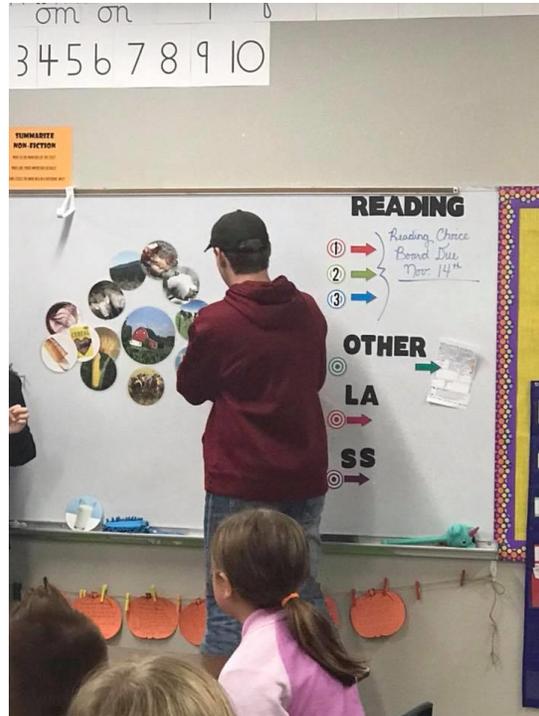
The club took groups of students to tour the university dairy farm, pork production facility and beef facility. After each tour, the farm managers met with the groups to answer questions. A total of 177 students attended the various farm tours.

SCARY FOOD MYTHS – EASTERN OKLAHOMA STATE COLLEGE AG AMBASSADORS



The Ag Ambassadors held their Scary Food Myths event in conjunction with Halloween! The event was held in the campus livestock show arena. Club members handed out candy with agriculture and food myths vs. facts attached. The Ag Ambassadors decided this was the perfect time to reach as many people as possible and talk to them about the safety of our food supply and to dispel as many myths as possible.

SCHOOL VISITS – EASTERN OKLAHOMA STATE COLLEGE AG AMBASSADORS



The Ag Ambassadors talked to fourth and fifth grade Wilburton Elementary students about the importance of agriculture and how almost everything we use daily can be traced back to agriculture. The club did a food web activity with the students. They visited six classrooms and taught 125 students.