



IMPACT REPORT

College Aggies Online Agriculture Engagement and Scholarship Program



2021 COLLEGE AGGIES ONLINE PROGRAM

The 13th annual College Aggies Online (CAO) program had 160 individuals and 19 collegiate clubs participating. These students represented 34 states and 56 universities. Over the course of the competition, students' posts about agriculture generated more than 4 million impressions on social media. The clubs hosted 19 campus and community activities reaching about 5,200 people. In the pre-survey students rated their confidence in communicating about agriculture as 6.4 on a 10-point scale. After the program, students rated their confidence as 8.7.

The CAO scholarship competition would not be possible without the support of program sponsors and mentors. The 2021 sponsors include: Dairy Management Inc., CHS Foundation, National Pork Industry Foundation, Iowa Pork Producers Association, National Corn Growers Association, Bayer, National Turkey Federation, Institute for Feed Education and Research, Domino's Pizza Inc., Ohio Poultry Association, Culvers Franchising System, and Pennsylvania Beef Council.

The 2021 mentors who advised the students each week included:

- Don Schindler, Senior Vice President of Digital Initiatives, Dairy Management Inc.
- Rebecca Hilby, Wisconsin dairy farmer
- Alexander Strauch, DVM, Michigan poultry veterinarian
- Chandler Mulvaney, Director, Grassroots Advocacy & Spokesperson Development, National Cattlemen's Beef Association
- Lexi Marek, Iowa pig farmer
- Casey Kinler, Director, Membership and Marketing, Animal Agriculture Alliance
- Emily Shaw, Founder, Dairy Girl Fitness
- Joe Proudman, Associate Director for Communications, CLEAR Center at University of California, Davis
- Jenell Eck, Maryland chicken, grain and beef farmer, Thompson Ag Consulting
- Liz Wilder, Idaho sheep rancher
- Natalie Kovarik, Nebraska cattle rancher
- Beth Breeding, Vice President of Communications and Marketing, National Turkey Federation
- Kylie Epperson, Missouri pig and grain farmer
- Brandi Buzzard, Kansas cattle rancher

2021 MENTORS



STUDENT TESTIMONIALS

- Although I am from a rural area, many of my friends have little ag background. It was always intimidating to post about ag because I felt like none of them cared. Now some of the least expected people have been the most engaging!
- DO. IT. It is such a fun but challenging way to earn scholarship money for college. You develop a network of support within this CAO community and gain a unique opportunity to tell your story to the world. This is my 4th year and I'll be back for my 5th and final year in 2022!
- If you are passionate about agriculture and are looking to start advocating, CAO is a great place to begin! The guides/to-do's each week are helpful in supplying you with information to get you started!
- The diversity in the challenges has been a great way to get out of my comfort zone and promote agriculture in brand new ways! I even pushed myself to start a podcast to attempt to reach a whole new audience!
- I like that I'm getting out of my comfort zone while talking about the industry I'm passionate about. I love being able to contribute to improving agricultural literacy even if it just a few people at a time.
- I like how I am learning a lot of different ways to engage with my audience through different techniques, discovering new information about animals and the agriculture industry and finding new resources to use in the future.
- The advice that helped me the most was remembering to cite my sources to gain credibility. Also, trying to use video is something I am trying to push myself to do more. I didn't realize how effective video was until this contest.

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 throughout the program from farmer and industry experts through webinars, a discussion forum and feedback on submitted work. 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 a challenge, such as writing a blog post, creating an infographic, interviewing consumers or creating a video. Students engage on social media by posting about current and emerging issues facing farmers and ranchers and telling personal stories. Participating collegiate clubs typically host events on their campus to engage with peers about agriculture. To accommodate varying university safety guidelines and student comfort levels, virtual engagement opportunities were available for clubs as well, including hosting a virtual farm tour or no-contact food drive.

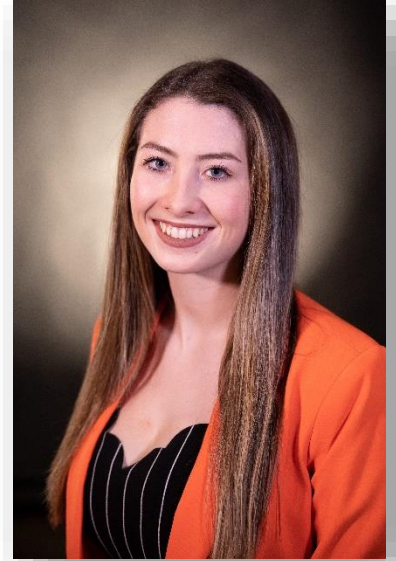
Students earn points based on the quality and quantity of their work. The top six individuals and top three clubs received a scholarship along with weekly and club challenge prizes awarded throughout the competition.

TOP INDIVIDUALS:

1st PLACE

Alexis Main, Oklahoma State University

Alexis Main is a graduate teaching assistant in animal and food sciences at Oklahoma State University working under Dr. Jerry Fitch. She currently lives in Guthrie, OK with her husband, Bryce Main. Alexis was born and raised in Modesto, CA by her parents, Reed and Roxanna Smith. Growing up, she played sports and showed swine, beef cattle, goats, and rabbits through both 4-H and FFA. After graduating from Turlock Christian High School, she attended Modesto Junior College for two years and obtained four A.S. degrees within the agricultural field and is a certified Artificial Insemination Technician. Alexis went on to pursue her bachelor's degree in animal science at Oklahoma State University, which she graduated with in December of 2020 along with a minor in agricultural economics and agribusiness. While in her undergraduate degree, she was an active member and officer of several clubs and honor societies including Sigma Alpha Sorority, Alpha Zeta, The Fraternity of Phi Kappa Phi, Mortar Board, Block and Bridle, and Dairy Science Club. She also had the opportunity to be a member of Class XVIII of the Oklahoma Agricultural Leadership Encounter, which introduced her to the diversity of Oklahoma agriculture. Alexis is pursuing a master's degree in animal science focusing on both reproduction and nutrition. Her passion has been to improve agricultural literacy and learn more about the industry that feeds and clothes the world.



Sydney Mitchell, South Dakota State University

Sydney Mitchell is a junior at South Dakota State University majoring in agricultural communications and minoring in public relations. Growing up in agriculture and being involved in her family's two agricultural businesses has given her a unique perspective on agriculture. She is very involved in 4-H where she shows dairy, beef and dogs and does many other projects. She runs a project called Beyond the Farm which she started in 2016. Her goal is to educate the world about agriculture with a focus on the huge variety of careers in agriculture. Beyond the Farm has given her the opportunity to speak at events across the country, appear on television, run many social media pages and gain more experience in ag digital media. She is a member of South Dakota State University's Dairy Club, Ag Communicators of Tomorrow chapter, and serves as a reporter for the student-run paper *The Collegian*. She's also a member of the Honors College Student Organization. She plans to pursue a career in agricultural communications and media where her goal is to tell the story of agriculture.



2nd PLACE

Kylie Scott, West Texas A&M University

Kylie Scott is a master's student at West Texas A&M University studying plant, soil, and environmental sciences. She has participated in the Animal Ag Alliance's College Aggies Online program in either the individual or club divisions since 2018. Over the course of her college career, she has been involved in numerous leadership roles on campus, including serving as vice president of the student body, president of the WT Agronomy Club, and ambassador for the Department of Agricultural Sciences. An aspiring Panhandle plant breeder and rancher, she intends to utilize social media and professional writing to educate others about common myths in the agricultural industry and the role of rangeland sciences in solving climate change.



Sydney Garrett, Kansas State University

Sydney Garrett is from Osceola, Iowa, where she grew up with a background in the beef industry. Sydney is a junior at Kansas State University, majoring in agriculture communications. She currently works for the USDA-ARS office as a web-design intern and the Beef Cattle Institute as a student designer. When asked about participating in #CAO21, Sydney stated, "I love how this program pushes each competitor to be true to themselves, allowing them to advocate in a variety of different styles. I look forward to participating again next year."



3rd PLACE

Jaqueline Aenlle, University of Florida

Jacqueline is a doctoral candidate specializing in agricultural communications at the University of Florida. Jacqueline was born and raised in the California Bay Area-Peninsula. She received her bachelor's degree in dairy science with a minor in agribusiness, as well as a master's degree in agricultural education with an emphasis in public relations, from California Polytechnic State University, San Luis Obispo. Her professional work and passion focus on agricultural science communication, public engagement, and outreach. Jacqueline continues to develop her skills through various competitive fellowships and professional development trainings, as well as scholarship programs such as College Aggies Online. In her free time, she hosts the "From Urban to Agriculture" podcast where she encourages self-education and critical thinking on various agricultural topics. She is grateful to work in an industry she is passionate about and looks forward to continuing to serve the agriculture industry.



Katerina Kolzow, University of Wisconsin-River Falls

Katerina is a senior at the University of Wisconsin-River Falls pursuing her degree in agriculture marketing communications with a double minor in agricultural business and Spanish. She grew up in the small town of Colby, Wisconsin (yes, like the cheese!) where she was very active in her local FFA and 4-H organizations. From community service projects to showing animals at the state fair to participating in state-level FFA speaking contests, she always found a way to get involved and enjoyed every minute. Although she never lived on a farm, being surrounded by them only made her passion for agriculture grow. In the future, she hopes to run for Alice in Dairyland and be a public relations professional for Wisconsin agriculture. Fun fact about Katerina: she has a slight cheese obsession.



TOP CLUBS:

1st 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 Louisiana State University 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.



2nd PLACE

Dairy Science Club, New Mexico State University

The New Mexico State University Dairy Science Club was formed this year, with the support of Dean Rolando Flores and Dr. Robert Hagevoort, to provide a better connection between the New Mexico dairy industry and NMSU agriculture students. The College Aggies Online program provided a perfect vehicle to accomplish this. The club members most active in the contest included Marisol Olivas (President), Elida Miller (Vice-President), Eva Monroy-Cortes (Treasurer), Ailene Barcenas (Secretary), Shaylee Owen, Hevila Ramos-Richnerhaynes, Joyce Anne Cooper, Jake Maher, Paden McDermid, and Brennan Vaz.



3rd PLACE

Young Farmers, Modesto Junior College

Members of the Modesto Junior College Young Farmers club enjoy activities throughout the year that serve to bridge the gap between high school age and young adulthood by providing the MJC agriculture students the opportunity to meet and connect with people of their same interests and general age.



SOCIAL MEDIA POSTS

Every week students were tasked with posting on Facebook, Instagram or Twitter about a specific animal agriculture theme. Here is one of the top five posts selected each week by program mentors.

Week 1: Dairy Animal Care



Week 2: Broiler Chickens

< Kylie's Post ... < Kylie's Post ...

 **Kylie Scott**
5h · 🌐

HOW TO BUY ✨ CAGE-FREE ✨ CHICKEN IN 3 SIMPLE STEPS:

- 1 Go to the grocery store. 🛒
- 2 Grab any package of chicken. 🍗
- 3 Buy the chicken. 💰

And that's on ALL chicken being cage, hormone, antibiotic, and steroid FREE!

#knowthefacts #farming #chickencheckin #poultry #chicken #shopsmart #honestfarming

There are **no antibiotics** in the chicken you buy.



And that's on ALL chicken being cage, hormone, antibiotic, and steroid FREE!

#knowthefacts #farming #chickencheckin #poultry #chicken #shopsmart #honestfarming

There are **no antibiotics** in the chicken you buy.



Steroids?
Get the flock out.

NO added steroids. NO added hormones. NONE added ever.



Easiest way to shop cage-free?

Go to any store and buy any chicken. No chicken you buy from a store is raised in a cage.



Bro,
do you even lift?

No added hormones. No added steroids. None added ever. Learn more at: [chickencheckin.com](#)

Write a comment... Write a comment...

Week 3: Pig Mythbusting



Hannah Richter
@hrichter99



I love me some bacon! Thank you pork producers!
[#CAO21](#) [#NWAAdvocacy](#)



11:29 PM · Oct 2, 2021 · Twitter for iPhone

Week 4: Sheep



Felicity Zimmerman
October 8 at 12:36 PM

Ever wonder why we shear sheep?

Sheep need their hair cut just like people do. Shearing does not hurt the sheep just like getting a hair cut does not hurt humans. Shearing helps sheep stay cool in the summer. It also helps sheep stay clean, especially during lambing season. Additionally the wool from sheep can be used for things like hats and sweaters.

To learn more about the benefits of sheep shearing and the many ways wool is used visit:
<https://www.canr.msu.edu/.../the-benefits-of-shearing...>
<https://www.hdwool.com/blog/the-many-uses-of-wool>

#CAO21 #sheep #wool #agriculture #agvocate
See Less

Edit

17

1 Share

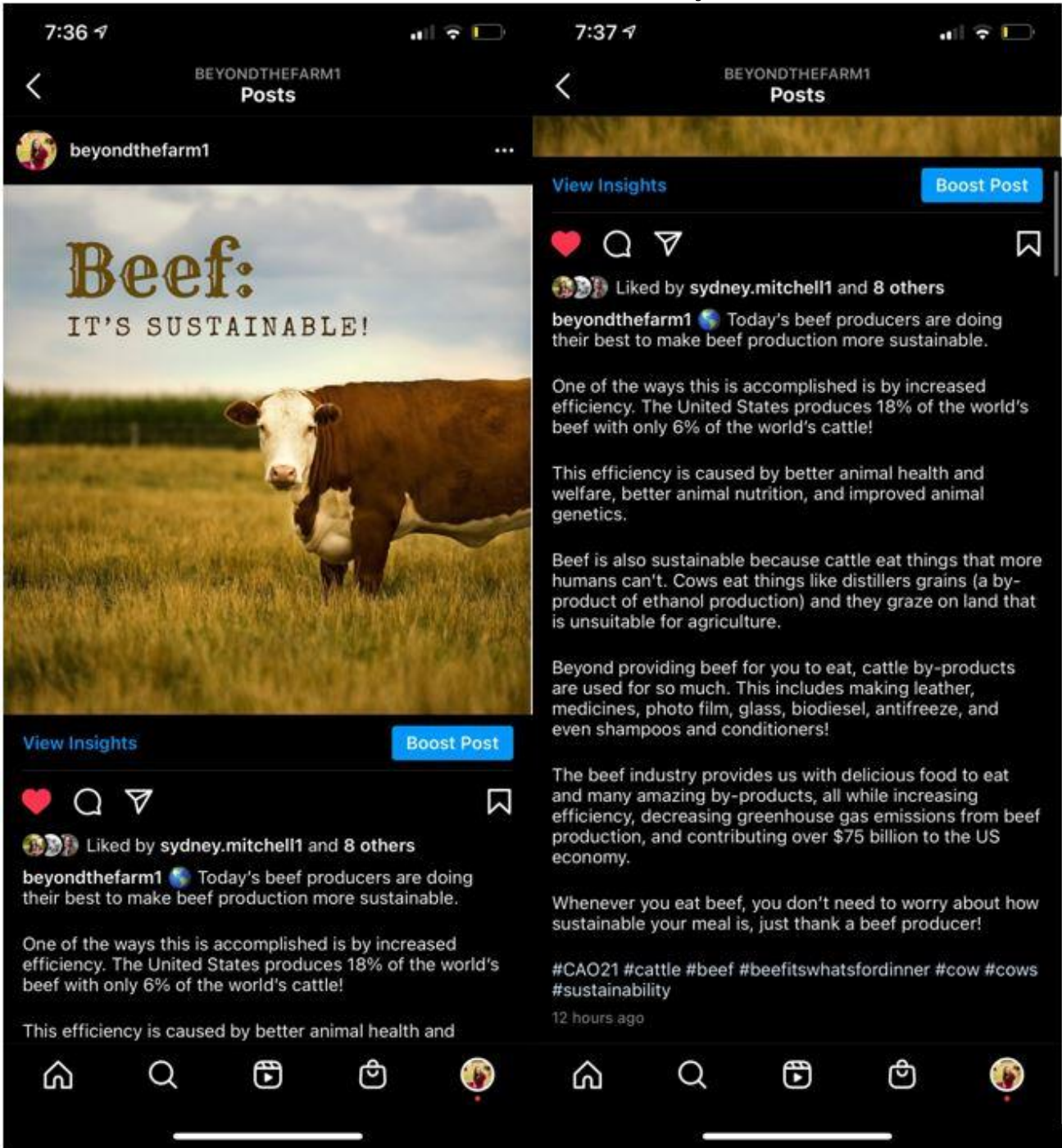
Like

Comment

Share

Write a comment...

Week 5: Beef Sustainability



Beef: IT'S SUSTAINABLE!



View Insights

Boost Post



Liked by sydney.mitchell1 and 8 others

beyondthefarm1 Today's beef producers are doing their best to make beef production more sustainable.

One of the ways this is accomplished is by increased efficiency. The United States produces 18% of the world's beef with only 6% of the world's cattle!

This efficiency is caused by better animal health and

View Insights

Boost Post



Liked by sydney.mitchell1 and 8 others

beyondthefarm1 Today's beef producers are doing their best to make beef production more sustainable.

One of the ways this is accomplished is by increased efficiency. The United States produces 18% of the world's beef with only 6% of the world's cattle!

This efficiency is caused by better animal health and welfare, better animal nutrition, and improved animal genetics.

Beef is also sustainable because cattle eat things that more humans can't. Cows eat things like distillers grains (a by-product of ethanol production) and they graze on land that is unsuitable for agriculture.

Beyond providing beef for you to eat, cattle by-products are used for so much. This includes making leather, medicines, photo film, glass, biodiesel, antifreeze, and even shampoos and conditioners!

The beef industry provides us with delicious food to eat and many amazing by-products, all while increasing efficiency, decreasing greenhouse gas emissions from beef production, and contributing over \$75 billion to the US economy.


Whenever you eat beef, you don't need to worry about how sustainable your meal is, just thank a beef producer!

#CAO21 #cattle #beef #beefitswhatsfordinner #cow #cows #sustainability

12 hours ago

Week 6: Turkeys

The image displays three sequential screenshots of a Twitter thread from user Syd (@2019sgarrett) at 9:36 AM. The thread consists of seven tweets discussing turkey farming practices, animal welfare, and Thanksgiving traditions.

Tweet 1: "Let's Talk Turkey! 🦃
Did you know conventionally raised turkeys are white, not brown? Consumers didn't like the brown pigmentation that was left on the turkey, so growers began breeding white turkeys! 🦃
Did you also know a common name for a turkey farmer is a grower? 🦃
#CAO21


Tweet 2: "Did you know animal welfare is a top priority in turkey barns? 🦃
Growers keep their turkeys happy by:
- Providing access to fresh water 🦃
- Nutritious feed 24/7 🦃
- Climate controlled barns 🦃
- Consulting veterinarians often 🦃
- Attending grower education events! 🦃
#CAO21


Tweet 3: "Do you love a good sub? 🦃🦃
Me too, which is why I think it's so cool that the turkey served in @SUBWAY and @jimmyjohns is raised in Iowa!
Now that's something to gobble about! 🦃
Now go and grab a sub, when you do you're supporting Iowa turkey! 🦃
#CAO21


Tweet 4: "Did you know animal welfare is a top priority in turkey barns? 🦃
Growers keep their turkeys happy by:
- Providing access to fresh water 🦃
- Nutritious feed 24/7 🦃

Tweet 5: "Do you love a good sub? 🦃🦃
Me too, which is why I think it's so cool that the turkey served in @SUBWAY and @jimmyjohns is raised in Iowa!

Tweet 6: "It Fri-Yay! Did you know sheep are party animals?
They can remember up to 200 fellow sheep

Week 7: Eggs and Laying Hens



Samantha Burdick

1d · 🌐

Did you know that eggs contain many vitamins and minerals that are beneficial to us like:

- Vitamin A: Skin, immune system, vision
- Vitamin D: Bone health, calcium/phosphorus absorption, muscle function, and immune health
- Vitamin B12: energy metabolism, red blood cell formation, and immune health
- Phosphorus: bone health
- Iodine: thyroid hormone/gland production

#CAO21



5 GREAT BENEFITS OF EGGS
Based per medium size egg (58g)

Vitamin/Mineral	Amount	Benefit Description
VITAMIN A	64 mcg	Contributes to the maintenance of normal skin and function in the immune system, as well as vision.
VITAMIN D	1.6 mcg	Contributes to the maintenance of bone health (including teeth), important in the absorption and use of calcium and phosphorus in the body, muscle function, and immune system.
VITAMIN B12	1.4 mcg	Contributes to the formation of red blood cells.
PHOSPHORUS	91 mg	

👍👤 Chuck Burdick and 4 others 1 Comment

👍 Like 💬 Comment ➦ Share

Week 8: Animal Feed



lexi_smith398 • [Follow](#)

Oh The Larceny • [Check It Out](#)



lexi_smith398 A common misconception is that cattle take food away from humans. This is not true. They actually eat feed ingredients that are not edible or digestible to humans. Many of these ingredients are byproducts from other industries. The cattle are able to then "upcycle" the nutrients from the feed and turn it into a nutritious food source for people to eat or drink. In this case, it's milk 🥛🥛!!

Making their feed is just like mixing a recipe together, except the recipe is on the basis of tons (2000 lbs) rather than the cups and tablespoons you use in the kitchen for a cake.

This is a process that takes over an hour as the hay must be chopped to a certain length and all of the feed needs to be mixed for a set amount of time, like the



72 likes

NOVEMBER 2

Week 9: Student Choice



thewizzardfarmer • Follow

digitdax • Original Audio



thewizzardfarmer It's a full time job being a 21st century farmer! But what are 'carbon credits'? 🪙

USDA Secretary Tom Vilsack has proposed a government run 'carbon bank' that would be designed to pay farmers who employ carbon-sequestering practices on the farm. Meanwhile, several large cooperations are already investing in regenerative agriculture to combat climate change. Companies such as Disney, Delta, and General Motors, amongst others, are currently purchasing carbon credits from farmers and GHG reduction projects to offset pollution they produce and reach their sustainability goals. 🌱🌱🌱🌱🌱🌱🌱



Liked by actual_ag and 58 others

NOVEMBER 12



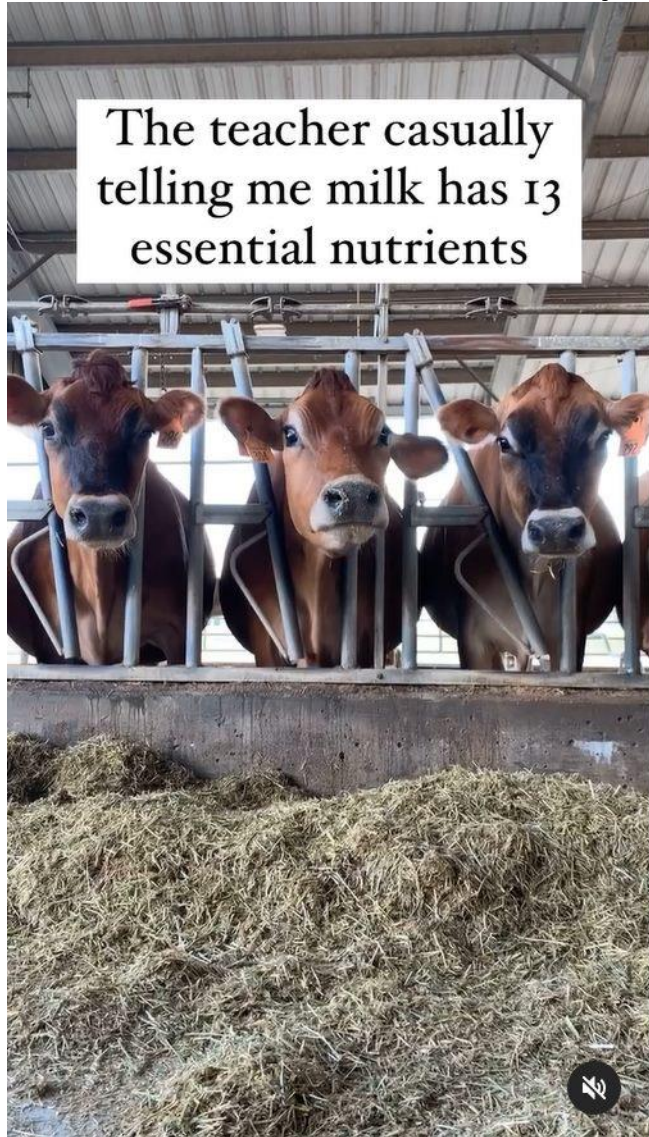
Add a comment...

Post

Challenges

Every other week the students were tasked with a different challenge to help them craft their communication skills. Here is one of the top five challenges selected each week by program mentors.

Undeniably Dairy Fun Fact



lexi_smith398 • Follow

Katy Perry • This Is How We Do



lexi_smith398 Aside from Calcium content, not many people know that milk really does provide a large portion of your daily value of essential nutrients. 13 to be exact!! These include vitamins, minerals, and protein!

-
-

@collegeaggies #CAO21
#undeniablydairy #gotmilk #icecream
#essentialnutrition

-

For more info check out the American Dairy Association!

6d



Liked by photographer_on_a_dairy_farm and 279 others

6 DAYS AGO



Antibiotic Usage on Farms: Good or Bad?

Antibiotics have become a hot-button topic in both the agriculture industry and medical field. Antibiotic-resistant strains of bacteria continue to cause problems for both humans and animals, and many people are understandably concerned about antibiotic usage in farm animals.

First of all, it should be noted that all meat, milk, and eggs are free of antibiotics. All animal-based products that enter the food system are tested for antibiotic residue. If antibiotic residue is found, it can be traced back to the farm of origin. The farmer responsible will have to pay severe penalties, which may include losing their contract with the processor. As a result, farmers keep strict records of all antibiotic usage. They work closely with a veterinarian to ensure that the medication passes out of the animal before it is used for food.

Why are antibiotics used in the livestock industry? The same reason people take them; to fight infection. Antibiotics are often given to sick or injured animals to help them heal faster. Antibiotics have also historically been fed at sub-therapeutic levels to help animals grow faster by limiting the occurrence of diarrhea and other health challenges. Antibiotics can no longer be fed without a Veterinary Feed Directive (VFD). This is basically a prescription from a veterinarian which is only given when the animals really need it.

When I interned at a pig farm, we used antibiotics on piglets that had diarrhea or were lame. It was amazing how quickly they would heal after just one or two days of treatment. From an animal welfare standpoint, it was a no-brainer to use antibiotics if it limited the animal's suffering.



Infographic

BEEFING UP SUSTAINABLY: BEEF CATTLE'S EFFECT ON THE ENVIRONMENT



When discussing global warming, cattle are often compared to other greenhouse gas contributors such as cars. Comparing these two is not beneficial because the burning of fossil fuels produces a different type of gas than cattle produce.

12 YEARS

Biogenic methane (i.e., methane from a cow) lives in the atmosphere for 12 years at which point 80-90% is removed by oxidation.

METHANE VS CO2

One molecule of methane (CH₄) is the equivalent to 28 molecules of CO₂ over 100 years.

CONTINUING EFFORTS

Beef producers, scientists, and advocates are continually working to make their industry and individual operations more effective and sustainable.

DIETARY ADJUSTMENTS

Research continues to be done to identify ways that cattle's dietary intake can low the amount of methane emission. Some feedstuffs that have mitigated methane production included seaweed, essential oils, and more!

GRAIN VS. GRASS

Whether the cattle are grain-finished or grass-finished, both can be accomplished sustainably. Notable differences between these two production styles include land use, amount of concentrates, amount of time on grass.

NOT JUST SUSTAINABLE, REGENERATIVE

Cattle have been identified as an important part of regenerating soil quality and grassland ecosystems. Cattle help push needed nutrients (i.e., organic matter) back into the soil, and graze plants, both native and invasive species, to keep them in a growth phase. Most ecosystems need some form of environmental interaction to thrive; this includes fire, rain, grazing animals, pollinators, and more.



More Resources

<https://podcasts.apple.com/us/podcast/dr-frank-mitloehners-research-on-cattle-and-climate-change/id1484363256?i=1000487312780>

<https://clear.ucdavis.edu/explainers/why-methane-cattle-warms-climate-differently-co2-fossil-fuels>

https://www.hj.com/livestock/can-beef-really-be-part-of-a-sustainable-food-system/article_d796d860-2dba-11ec-be14-5b2d2f69324.html

<https://www.beeftiswhatsfordinner.com/raising-beef/beef-sustainability>

<https://www.noble.org/regenerative-agriculture/6-soil-health-principles-for-regenerative-cattle-ranches/>

TikTok-Style Video



katkolzow katkolzow · 10-28

When uneducated people try and tell me agriculture is bad #cao21
#agvocate #agriculture #gmos #organic #controversial
#weloveanimals #proagriculture

🎵 original sound - Schitt's Creek



76



2



1

Letter to the Editor/ Op-Ed

To the Editor,

In response to Michelle Miller's (Farm Babe) article, 'Farming, Food, and Function: What is a GMO?' (1/15/2019), I would like to give kudos to you on the inclusion of this article in AG DAILY. Michelle Miller (Farm Babe) is a well-known advocate for narrowing the gap between consumers and producers regarding agriculture. I am familiar with Miss Miller's work in agriculture, and this article just rearticulates her credibility as an informed, vocal member of the agricultural community.

Often times we hear of consumers questioning the implementation of GMOs in agricultural production, as well as the mass presence of articles that support the negativity that comes with the discussion of GMOs. Michelle Miller provides a reliable, basic explanation as to what a GMO is, along with the idea that the term "GMO" is a buzzword for companies to market their products with labeling in a way that makes them look "better" than products that do have labeling such as "non-GMO." Miss Miller also provides insight to her own personal use of GMOs on her own farm, which brings a personal feel to the article, appealing to the readers ability to make a connection to the article.

Throughout the entirety of Miss Miller's article, I appreciated her ability to bring simplicity to a topic that can be extremely confusing, even for those who may be involved in the agricultural industry. She rectifies the importance of relaying reliable, truthful information to consumers, and also concluded her article with some advice for the everyday grocery shopper. She states the importance of analyzing food products labeled as "non-GMO," as well as questioning the transparency of these different marketing and labeling strategies. She advises readers to use different resources with information on GMOs to remember that they are proven safe by different agencies throughout the world. Well done.

Signed,

Kelsi S.

<https://www.agdaily.com/insights/farming-food-function-gmo/>

Club Events

Student organizations hosted virtual and in-person events to engage about agriculture with their peers. Here are the events hosted during this year's CAO program.

Food Drive

Food banks are always in need of donations and support, but during COVID-19, they needed our help more than ever before. For this challenge, CAO clubs were encouraged to raise awareness about food insecurity and encourage donations to a local food bank.

Modesto Junior College Young Farmers hosted a milk drive and challenged their community members to bring a gallon of milk for a family in need. The Milk Diva (@themilkdiva) and Alberto Dairy (@albertodairy) matched each gallon donation up to 100 gallons of milk. The event took place in September for Hunger Month, and the club was able to collect 651 gallons of milk! They raised awareness about hunger and food insecurity with 75 students who contributed to the milk drive as well as built relationships with local food banks and dairy farms.



Louisiana State University Les Voyageurs hosted a food drive during the week of the LSU vs. Florida football game and challenged other clubs in the College of Agriculture to a food drive contest! The club who donated the most non-perishable food items won a \$100 Domino's Pizza gift card. Les Voyageurs collected 250 food items from eight clubs and organizations which they donated to the local food pantry.



The LSU College of Agriculture Les Voyageurs are partnering with the Agriculture Student Association to raise awareness about food insecurity.

Donations Accepted:

- 100% fruit or vegetable juice
- Baking mixes
- Canned/boxed meals
- Canned fruits/vegetables
- Canned meats
- Canned/dried beans
- Cereal
- Cooking oil
- Pasta and Pasta sauce
- Peanut butter
- Rice
- Shelf-stable milk.

The organization that collects the most food donations wins \$100 Domino's Pizza gift card!

When? LSU Homecoming Week | October 11-15

Where? 150 Martin D. Woodin Hall

Undeniably Dairy

For the undeniably dairy challenge, students were asked to share the nutritional benefits of dairy and how dairy is produced with students on your campus who may not be familiar with agriculture.

The New Mexico State University Dairy Science Club set up a table near an active location on their campus grounds and partnered with a local FFA member who allowed them to have a dairy heifer at the event. Club members engaged with participants about the dairy industry, specifically how cows are milked, when they are able to be milked, and what dairy cows eat. They partnered with Sarah Farms and Fairlife Milk to provide all students with a delicious carton of milk. Students also received an informational flyer that featured facts about milk and dairy cows. At the conclusion of the interaction, students were surveyed on their preferences related to milk and their knowledge of agriculture in New Mexico. They were able to engage in meaningful conversations with 180 students and faculty about all things relating to dairy and were able to answer any questions that they had!

Survey results revealed chocolate milk is the favorite and most students get information about their food from the Food and Drug Administration, followed by information from their parents. To see the survey results, [click here](#).



Interesting Dairy Facts

- Milk contains essential nutrients including protein, calcium, and vitamin D.
- A cow has one stomach with four compartments.
- Dairy cows are milked 2-3 times a day.
- It only takes about 5-7 minutes for a cow to be milked.
- All 50 states have dairy farms.
- There are 6 breeds of dairy cows: Holstein, Jersey, Guernsey, Brown Swiss, Ayrshire, and Milking Shorthorn.
- Vanilla is America's favorite flavor of ice cream.
- June is National Dairy Month.
- In an 8-ounce glass of 1% Milk, there is about 300 mg of calcium.
- Cows are pregnant for 9 months.
- Chocolate milk's combination of fluids, carbs, and protein helps rehydrate and refuel muscles after a workout.



Facts are from the American Dairy Association MidEast

Louisiana State University Les Voyageurs also hosted an Undeniably Dairy event where they were able to interact with 130 students! Club members connected with a local dairy farm to provide milk cartons at the event. The Les Voyageurs educated students on the dairy industry by answering questions, handing out the milk cartons with dairy myths on them, and handing out dairy fact sheets. Students were encouraged to share photos on social media with the dairy props to further spread awareness of the dairy industry and the event.



Scary Food Myths

Just like many consumers, college students are getting a lot of information about food from social media and unfortunately there is also a lot of misinformation about food and farming online. The Scary Food Myths challenge asked participating clubs to share facts about meat, milk, poultry and eggs with peers on their campus.

Louisiana State University Les Voyageurs had a table set up at the LSU Fall Fest where they visited with more than 300 hundred students and handed out candy with myths and facts about agriculture. They “allowed the students to use their problem-solving skills to see if there was truth behind the statement to start a conversation and hear their thoughts. We also answered questions students had about the myths and the industry as a whole.”





Connecting with Kids

For this challenge, participating clubs were asked to engage with grade school students (K-12) to become better informed about the production, distribution and daily impact of agriculture.

Modesto Junior College Young Farmers attended the annual Manteca AgVenture field trip for 3rd graders where they hosted three different stations educating 2,800 kids about crops, livestock and agriculture mechanics.

Modesto Junior College Young Farmers also hosted an event where they connected with 160 high school seniors from around California visiting their campus and agriculture department. There were four different rotations consisting of a tour, application, introducing counselors, and a trade show for the different agriculture programs, clubs, and internships that they offer. At the end of the event, the club surveyed the high school students to obtain feedback about their event and if students were interested in pursuing agriculture as a career.

Aggies at the Capitol

This campus event category allows participating clubs to get creative in the ways they engage their peers who aren't involved in agriculture.

New Mexico State University Dairy Science Club hosted two New Mexico legislative representatives via a Zoom meeting on November 1, 2021. Both representatives were not able to make it to Las Cruces, NM to meet with them in person, but Zoom was the next best option! Club members were able to discuss current agriculture issues that New Mexico is facing and how they as young agriculturists can have an impact on agriculture policies. They were able to voice their concerns to the legislators for the agriculture sector. Legislative representatives included Senator Pat Woods and Senator Crystal Diamond. Club members also invited Senator Cliff Pirtle, but he couldn't make it.



Guest Speaker

For the guest speaker challenge, students were asked to engage with students not involved in agriculture by listening to a speaker emphasizing the accurate and positive message of agriculture.

Modesto Junior College Young Farmers teamed up with the California Agricultural Leaders organization to present several guest speakers over a five-week period. Each week 1-2 guest speakers in the agriculture field would share their journey, experiences and help answer questions about their specific career path. This speaker series was open to all California Community College agriculture students. Guest speakers presented on Fridays from 10:00 am – 12:00 pm via Zoom. Students would join remotely to attend and listen to each presentation. The pathways covered included: Ag Business, Animal Science, Plant Science, Ag Education and Mechanized Agriculture. Karen Ross, California Secretary of Ag presented at their first event.



The New Mexico State University Dairy Science Club provided NMSU ACES students and faculty with an informative and knowledgeable experience through their “How to Tell Your Animal Agriculture Story” event. The club hosted agriculture professionals as panelists to speak about their experience promoting agriculture. Panelists included:

- Tara Vander Dussen, a dairy farmer from New Mexico known online as @NewMexicoMilkmaid
- Daniel Vander Dussen, a dairy farmer from New Mexico
- Caren Cowan, director and executive publisher at *New Mexico Stockman*
- Tiffany Whetten, large animal veterinarian and chair of the rodeo committee for both the Southern New Mexico State Fair and Melissa Valley Stampede PRCA rodeos

The panelists explained how agriculturists can better tell their agriculture story through social media and during face-to-face conversations. Dairy Science Club members facilitated the event by asking the panelists questions and later opened the floor up to participants’ questions. At the conclusion of the interaction, participants were asked to fill out a questionnaire relating to what they learned as a result of this event. A total of 130 students attended the event!

