

# When dairy farming meets social media: Sharing my experience



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Milkmaid

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## New Mexico Milkmaid

- \* Dairy farmer in Eastern NM
- \* Environmental Scientist at Glorieta Geoscience Inc.
- \* Mom
- \* New Mexico Milkmaid Blogger
  - \* Instagram
    -  @newmexicomilkmaid
  - \* Facebook
    - \* <https://www.facebook.com/newmexicomilkmaid/>
  - \* Website
    - \* [www.newmexicomilkmaid.com](http://www.newmexicomilkmaid.com)
  - \* Twitter
    -  @NMMilkmaid

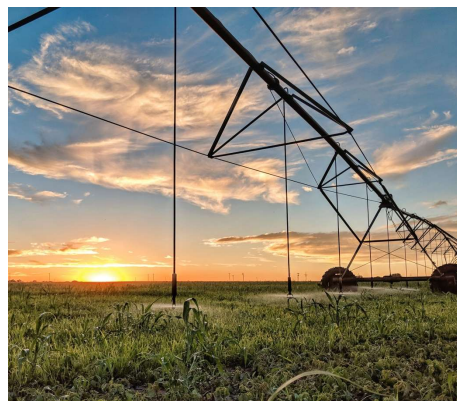


# Why Ag-vocating?

- \* Online conversations: posts, shares, comments and groups
- \* Consumers are hungry for information about their food
  - \* Online activists were telling their version of our story
  - \* I saw a need for farmers to tell our story
- \* Consumers want to hear directly from the farmer
  - \* Launched New Mexico Milkmaid website in 2016



# Getting Started

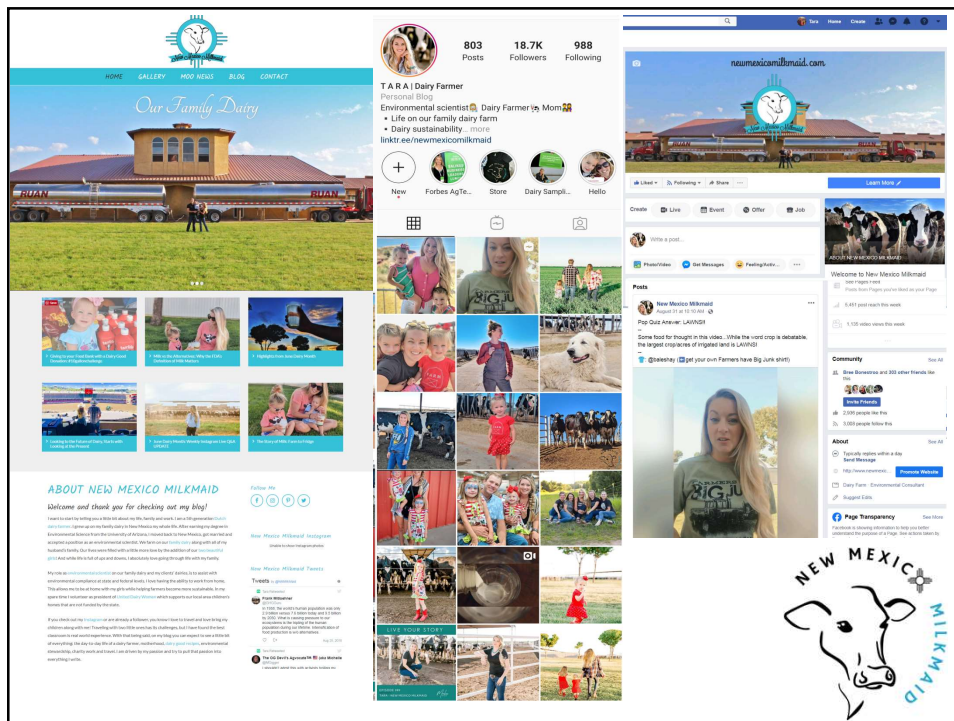


- \* Where to start?
  - \* Blog, Facebook, Instagram, YouTube, Twitter
- \* What to share?
  - \* Dairy Sustainability
- \* How to share?
- \* How much to share?
  - \* Still a work in progress



# Goal of New Mexico Milkmaid

- \* My goal is to bridge the gap between consumers and farmers, and change people's perceptions about large dairy farms and dairy sustainability by sharing my experiences as an environmental scientist, mom, and dairy farmer.



## Content for New Mexico Milkmaid

- \* 1 blog posts a month
- \* Daily posts to Instagram
- \* Videos on Instagram and Facebook
- \* Sharing relevant articles and posts from fellow bloggers, media outlets and magazines



## Engaging not Educating

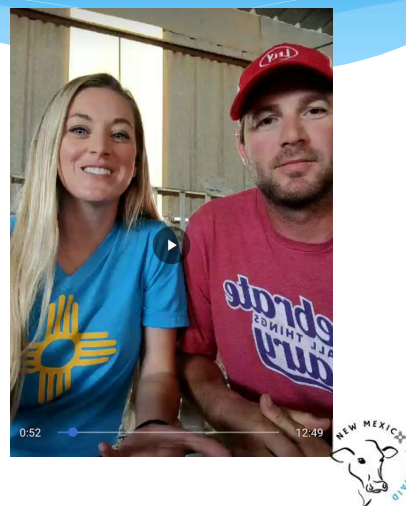
- \* Consumers want to feel apart of the conversations and connect with the farmer
- \* Farmers need to focus on interacting with consumers and then educating through engagement
- \* Consumers just want to know the food they are feeding their families is safe.





## Encourage Questions

- \* By inviting the audience to ask questions and leave comments and concerns, I hope to make them feel like they have a voice at the agricultural table.
- \* Videos feel less rehearsed and more natural
- \* Videos feel more authentic and authenticity is everything!



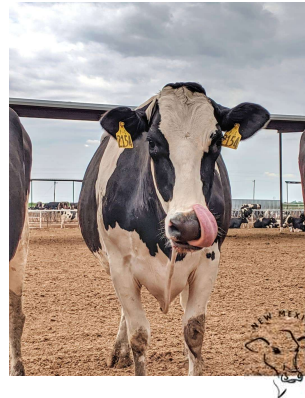
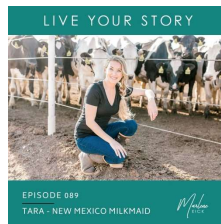
## Be Yourself, Be Authentic

- \* Be Authentic
- \* Share about everyday life... not just dairy farming
  - \* Mom stories, Personal struggles, Braid Tutorials
  - \* People want to relate to you
- \* Find your voice
  - \* @TDF\_Honest\_Farming
    - \* Attacks the myths and activists head on with humor and honesty
  - \* @DairyGirlFitness
    - \* Sharing about working out and incorporating milk
  - \* @FarmingwiththeHilbys
    - \* Motherhood on the farm
  - \* @DairyCarrie
    - \* Recipes and motherhood humor



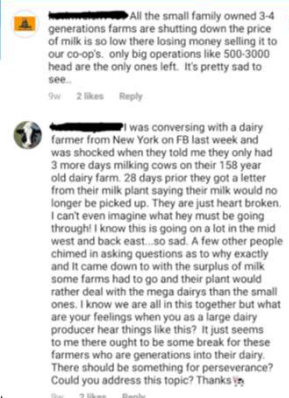
# Have Fun!

- \* Team up with other farmers and companies
  - \* Podcasts, Guest blogs
- \* Tongue Out Tuesday
- \* #MilkChugChallenge
- \* Dairy Mafia
- \* Farmers have big junk



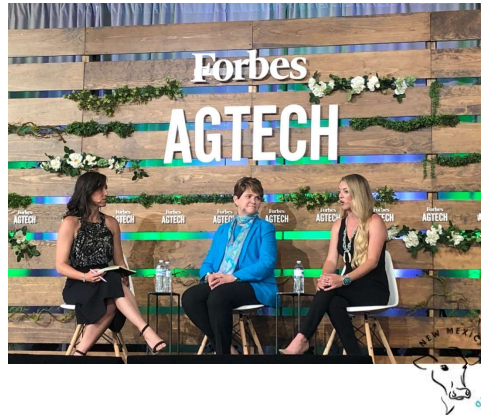
# Biggest Obstacles

- \* Negativity from fellow farmers
- \* Communicating with the older generation
- \* Hate messages and comments from vegan activist



## Opportunities for Sharing Our Story

- \* Forbes AgTech Summit
- \* NYC National Farmer Day
- \* SXSW
- \* #DairyAmazing Symposium
- \* Podcasts
- \* Thought Catalog



## Questions?



## NOTES

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