

2020 ANNUAL REPORT



NEW YORK ANIMAL
AGRICULTURE COALITION

WWW.NYANIMALAG.ORG

A WORD FROM OUR CHAIRMAN

There is no doubt that 2020 was challenging, but despite challenges, the New York Animal Agriculture Coalition (NYAAC) continued to move forward, seek opportunities, and provided positive messaging about New York animal agriculture to local communities.

As a not-for-profit organization, we strive to live out our mission of helping others understand and appreciate animal agriculture through engagement and dialogue. The programs that NYAAC implemented in 2020 were unique and provided a strong digital presence to ensure continued engagement was strong among our followers.

If 2020 taught community members anything, we hope that people learned and continue to understand the importance and complexity of our food systems. It is our hope that our neighbors look to us, as farmers, as a valuable resource, especially in the post-pandemic world.

All our activities and programs included in the following pages are an overview of what collaboration and working together can do for an industry. At NYAAC, we believe that with continued efforts of helping to change consumer perceptions and improve the level of trust in farmers and farming practices, that positive change can and will occur. We could not do what we do each day without the support of all the NYAAC Board Members and the agriculture industry. As sponsors, supporters, advisors, and colleagues, we will continue to strive towards making a positive difference in local communities while working alongside farmers for years to come.

Steve Palladino
Walnut Ridge Dairy
NYAAC Chairman



2020 FINANCIALS

Assets

Cash	\$204,626
Certificates of Deposit	\$101,728
Accounts receivable	\$12,500
Inventory	\$17,128
Property and equipment, net	\$13,016

Total Assets **\$348,998**

Liabilities

Accounts payable and accrued expenses	\$25,729
Sales tax payable	\$35
Deferred revenue	\$100,092

Total Liabilities **\$125,856**

Net Assets

Without donor restrictions	\$223,142
With donor restrictions	\$--

Total Net Assets **\$223,142**

Total Liabilities and Net Assets **\$348,998**

The full 2020 financial report is available on our website, www.nyanimalag.org, as required by non-profit 501c3 law.

"Nothing great in the world has ever been accomplished without passion."

Georg Wilhelm Friedrich Hegel

MEET HANNAH JOHNSON



Hannah Johnson joined the NYAAC team in September 2020 as the fulltime Communications Manager. Hannah has been active in the dairy industry in a variety of ways through her personal and professional career. She brings with her a wealth of knowledge and animal science experience. She received her Masters Degree in Agricultural Education from Ithaca College after graduating from Cornell University and SUNY Cobleskill. Prior to joining NYAAC, she was the Agricultural Educator and FFA Advisor at a rural school district in Western New York. As the Communications Manager, Hannah will work alongside NY farmers to help provide accurate and timely information to their neighbors, online followers, and local community leaders. She will be responsible for developing content to be shared on the NYAAC website and social media channels that reaches all the corners of New York State. Hannah resides in western NY with her husband and daughter.



OUT OF
ADVERSITY
COMES
OPPORTUNITY.

~ BENJAMIN FRANKLIN ~

DAIRY ON THE MOO-VE

*New York
Animal Agriculture Coalition*



WHAT

"Dairy on the Moo-ve" was developed to provide a positive inside look to animal health, nutrition, crop production, milking procedures, and much more. NYAAC took "Dairy on the Moo-ve", by providing the opportunity for the public to see, firsthand, what happens on dairy farms.

WHERE

- On location at 20 farms in all regions of New York State
- Featuring dairy farms of all sizes ranging from 100 to 2,000 cows
- Highlighting conventional and organic dairy farms

GOALS

Goal: Visit 20 farms
Actual: 20 farms

Goal: Showcase 5 NYS regions
Actual: Showcased all NYS regions

Goal: Reach 200,000 on social media platforms
Actual: Reached 1 million+

Goal: Place 5 media stories
Actual: 15 media stories placed

CONTINUING THE MOMENTUM

A component of taking "Dairy on the Moo-ve" was capturing footage and content that will allow us to continue the momentum of helping others understand and appreciate animal agriculture. We collaborated with a local photographer, that specializes in agricultural photography, to collect visually appealing photos of farmers and crop production to utilize all year. In addition, we collected videos and interviews from numerous farmers that we will be able to share throughout the year.





HIGHLIGHTED FARMS

Venture Farms, Fabius
 LT Smith & Sons, Canton
 Murcrest Farms, Copenhagen
 Porterdale Farms, Adams Center
 Tiashoke Farm, Buskirk
 Woody Hill Farm, Salem
 Belltown Dairy, Genoa
 Clark Farms, Delhi
 Willow Bend Farm, Clifton Springs
 El-Vi Farms, Newark
 Hemdale Farms, Seneca Castle
 Mulligan Farm, Avon
 Lawnel Farms, Piffard
 Silver Meadows Farm, Silver Springs
 Elite Dairy II, Copake
 Dutch Hollow Dairy, Schodack
 Landing
 Christi Farms, Penn Yan
 DiNitto Farms, Marcy
 Hill's Valley Farm, Cattaraugus
 Dwi-Bet Farms, Addison

RESPONSE & RESULTS

The response to "Dairy on the Moo-ve" was enormously positive. Farmers and followers were appreciative of NYAAC finding opportunities among challenges. We went live on location at 20 different farms throughout New York which resulted in more than 1.2 million impressions on the NYAAC Facebook page. We kicked off the program on August 21st which garnered local and state media attention. Over 375 people tuned into our live calf birth during our first farm visit in August.

NYAAC received numerous notes of appreciation from farmers and avid followers indicating that "Dairy on the Moo-ve" was a welcomed event to look forward to in 2020.

"Thank you for making it possible to continue to learn during this time with COVID still in our midst."
 ~Deb Oelrich~

“

"I am so very glad you are giving us the opportunity to view these wonderful experiences"

~Janet Harris-Dumigan~

”

SPONSORS

We could not bring these experiences to life without the support of sponsors and donors. Thank you to these supporters:

- Community Bank
- Dairy Farmers of America
- Dairy Promotion Order and NY dairy farmers
- Farm Credit AgEnhancement
- Merck Animal Health
- New York Corn & Soybean Growers Association
- Trouw Nutrition





ONLINE ACCOLADES

We received many positive comments throughout the "Dairy on the Moo-ve" program. The comments below are a small glimpse into the appreciation that avid fair-goers and NYAAC followers have shown. The upbeat accolades were received during every farm visit and continued through the duration of the program.

"Thank you so much! I was so sad that there wouldn't be a NYS Fair and the udder miracle barn. This is great."
~Leanne Treacy~

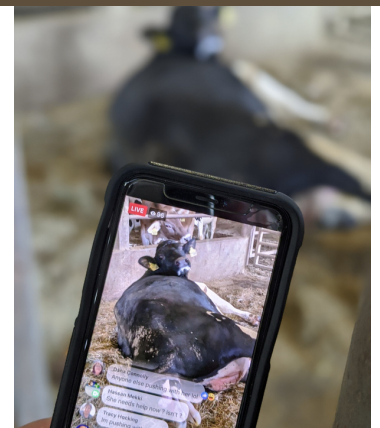
"Thank you again Eileen! I miss seeing you guys this year but this is helping with that void."
~Leslie Lubking Wagar~

"Awesome! So excited to not miss out on the udder miracles. Thank you so much for going live with this and sharing."
~Ajc Esq~

"So glad we are still able to see! I was so upset to think we would miss it this year so thank you so much for doing this!"
~Keri Thormann~

"Aww Thank you for doing this...I would sit at the fair every year to watch the calves be born. It was the highlight of my visit each year"
~Sandy Piccola~

"Thanks for educating us and giving us a little taste of what we love about the fair."
~Karen Farmer~





VISION 2020

*New York
Animal Agriculture Coalition*

WHAT

Vision 2020 was a project that was implemented to give a modern day look at NY dairy farms. This project was a digital campaign focused on leveraging the strong NYAAC social media following. By creating videos showcasing a variety of dairy processes and procedures that correlate with producing high-quality dairy products, NYAAC aimed to enhance the positive image of dairy producers and New York dairy products.

WHERE

Our original intent was to be on location throughout the state shooting and capturing video content and interviews. When faced with COVID-19 health and travel restrictions, we were able to capture the first few videos digitally. Our videos feature farms and farmers throughout New York State with a goal of showing the breadth and depth of New York dairy farmers, from Eastern NY to Western NY.

GOALS

Goal: Produce 8 videos

Actual: Produced 11 videos

Goal: Increase online following by 5,000

Actual: Increased online Facebook following by 7,150 and Twitter by 1,000 followers

We are very pleased with how this project was implemented and executed. We were able to capture real-time content and share with our followers all year.

COVID-19 IMPACT

There's no doubt that COVID-19 had an impact on all events and programs throughout 2020. NYAAC programming was no different but we looked at this as an opportunity. When travel was restricted, we simply had to think differently on how to capture footage and continue to move forward. As a project that was focused on providing the 2020 vision of dairy farmers, we were able to provide insight to current events related to food safety, milk on the shelves, and keeping farmers safe during the pandemic. This helped to instill continued trust and a deepening relationship with local dairy farmers.





FEATURED FARMS

Ideal Dairy Farms, Hudson Falls
 Lamb Farms, Oakfield
 Mulligan Farm, Avon
 Patterson Farms, Auburn
 King Brothers Dairy, Schuylerville
 Half Full Dairy, Elbridge
 Hemdale Farms, Seneca Castle

TOPICS COVERED

The 11 videos that were created covered a variety of topics including:

- Dairy products
- Food Safety
- Technology
- Calf Care
- Crop Production
- and more

ONLINE RESULTS

Vision 2020 was a successful program and exceeded our goals and expectations throughout the year. COVID-19 worked to our advantage in knowing that more people were home, online, and seeking information about their food and where it comes from. As a 100% digitally focused campaign, we saw tremendous growth on our Facebook and Twitter pages. We grew 63% on Facebook and 38% on Twitter. Vision 2020 was the first paid campaign with boosted posts that NYAAC has ever done and we are excited with the results.

We boosted each video that was created with keywords and targets resulting in 2.8 million impressions and nearly 800,000 engagements on Facebook. With a smaller Twitter following, we were still quite impressed with the 2.3 million impressions and more than 20,000 engagements that this program resulted in on Twitter.

Impressions: Number of times an ad is shown to users

Engagement: Number of times people interact (click, comment, share)

FUNDING

100% funded by the Dairy
 Promotion Order and
 NY dairy farmers

You can view all of the Vision
 2020 videos on the NYAAC
 YouTube Channel @NYAnimalAg



Teams are the Key to Success

23 weeks ago · 83.7K Views

379



Utilizing Technology to Farm in 2020

30 weeks ago · 106.8K Views

643



Producing Dairy Products in New York State

34 weeks ago · 40.5K Views

432



New York
Animal Agriculture Coalition



WHAT

Due to the cancellation of the 2020 NY State Fair, NYAAC reallocated its funding for the Dairy Cow Birthing Center to a TV campaign focused on choosing NY dairy products during the holiday season. The campaign showcased New York dairy farmers and a variety of dairy products.

INDULGE IN DAIRY

WHY

With more families eating at home, grocery shopping for loved ones, and choosing to have small, intimate holiday gatherings, we saw this as an opportunity. Our *Indulge in Dairy* campaign was able to show a connection between dairy farmers and dairy products. We utilized Spectrum News and our social media channels to show our commercial.

GOALS

Goal: Produce 2 product ads

Actual: Produced 2 ads featuring NYS dairy products and NYS dairy farmers

Goal: Ads will show at least 240 times in 5 regions

Actual: Ads were shown 9,929 times in 13 regions

Goal: Reach 500,000 households

Actual: Reached 860,000 households

Goal: Reach 100,000 through social media channels

Actual: Reached 980,000 through social media channels

COMMERCIAL SCRIPT

Before the sun rises, we're up caring for the animals, the land, and the people that help get the milk from our farm to your table. Despite recent challenges, we're still farming to support our loved ones, your families, and the next generation of dairy farmers. So indulge in dairy this holiday season. Cheese. Butter. Yogurt. And ice cream. There are so many ways to cook and bake with dairy. Know that when you shop safely at your local stores and indulge in dairy over the holidays, you're supporting New York family farms. Brought to you by the New York Animal Agriculture Coalition and New York State dairy farmers.





SPECTRUM & ONLINE RESULTS

The *Indulge in Dairy* commercial was created in collaboration with Spectrum News. We created a 60 second and 30 second time spot. In addition to the two commercial spots, Spectrum created a 10 second billboard ad that stated: "Brought to you by the NY Animal Ag Coalition and New York State dairy farmers." The spots began airing on November 13th and continued through the end of the year. Our TV spot garnered nearly 5.7 million impressions in their 13 different media zones in NY. These impressions came from 860,000 households which represents 61% of potential households with Spectrum. Our 60 second spot resulted in 724,000 impressions and 256,000 engagements on Facebook and 256,000 impressions and 3,700 engagements on Twitter. Overall, this was an extremely positive marketing campaign that showcased the positive image of dairy farmers. In a time when people are increasingly shopping and eating from home, the *Indulge in Dairy* campaign helped to enhance the connections between farmers and customers.

SPECTRUM ZONES

Numbers below are impressions reached in each zone

Albany	1,090,523
Hudson Valley	658,808
Buffalo	1,198,499
Rochester	999,779
Genesee Valley	52,145
Syracuse	860,553
Utica	172,838
Oneonta	80,598
Binghamton	195,890
Elmira	128,240
Hornell	34,240
Watertown	108,693
North Country	117,725
TOTAL	5,698,531

BONUS SPOT

There were available commercial spots that were not sold on Spectrum TV during the timeframe that we were running our *Indulge in Dairy* ad. Spectrum TV ran our spot an additional 2,144 times, for no additional cost.

Albany	295
Western NY/Buffalo	310
Central NY/Syracuse	863
Hudson Valley	371
Rochester	305
Total	2,144

FUNDING

100% funded by the Dairy Promotion Order and NY dairy farmers

You can view the *Indulge in Dairy* TV spot on the NYAAC YouTube Channel @NYAnimalAg



DOCUMENTING DAIRY



*New York
Animal Agriculture Coalition*

WHAT

Documenting Dairy was a project that allowed us to showcase, in writing, what was happening on modern dairy farms. We sought out dairy farmers that had a story to share about how they were giving back to their communities, and how they were still farming, despite challenges, utilizing technology and social media to communicate.

WHERE

Due to COVID-19 restrictions, we were not able to travel for this project, however, making connections with farmers in a variety of locations still occurred. We featured 25 farmers throughout our 5 written stories featuring farms located throughout all regions of New York State.

GOALS

Goal: Work with farmers in 5 regions of the state

Actual: Worked with farmers in all NYS regions

Goal: Reach 500,000 consumers

Actual: Reached 50,000 consumers

CHALLENGES

The original intent was to have these stories broadcasted on local news stations and have in-person interviews along with written components. Due to COVID-19, this was not possible. Even when focusing on the written component of this project, we were competing with COVID-19 headlines and pitching our stories during an election year. Due to these unavoidable challenges, we were not as successful in media placements as we had hoped.



PUBLISHED RESULTS

Each of our five stories were written, then sent and pitched to applicable news outlets in specific regions. The outlets corresponded with the farmers that were featured so there would be a local connection and relevance. Every story was sent to nearly 20 publications and posted on the NYAAC social media channels. The reach in printed publications was around 50,000 and our social media posts resulted in 20,000 additional impressions. We were also able to feature some of the farmer interviews in selective publications including the Alpha Gamma Rho newsletter, highlighting the work that NYAAC is doing and the importance of dairy advocacy.

The stories with headlines we wrote were:

June: Celebrating Dairy in Extraordinary Times

July: Keeping Cows Comfortable

August: NY Dairy Farmers Working Hard for the Environment

September: Managing Cows & Social Media to Connect with Consumers

October: Business is Business on NY Dairy Farms

FARMERS INTERVIEWED

Jason Burroughs

Greg Porter

Glenn Taylor

Megan Hanehan

Nate Chittenden

Jon Rulfs

Kirsty Northrup

Shelley Reynolds

Valerie Potter

Steve Palladino

Pete Maslyn

Kyle Getty

Judi Whittaker

Jon Mueller

Dirk Young

Thomas Matthews

Meghan Hauser

Emili Mulligan

Kim Skellie

George Andrew

Johanna Bossard

Jan King

Garrett Stap

Tim Yancey

John Marshman

8A Monday, September 14, 2020

FARMING

Finger Lakes Times

"No race can prosper until it learns there is as much dignity in tilling a field as in writing a poem."
— Booker T. Washington

Dairy farmers managing cows and social media to connect with consumers

Like fire, the wheel, automobiles and the telephone, social media has changed the world forever. Nearly one-in-three people across the globe are using social media platforms day to day to share, inform, finance, promote, and like friends. As a minority population in the U.S., weighing in at less than percent — farmers and ranchers are gaining an popularity and influence using Facebook, Instagram, and others to meet directly with consumers. At 4,000 farmers a no exception.

Kim Skellie and her twin sister Claire are managing the farm's social media. She involves the farm's staff where and when she can to share the food to milk connection.

Kim's most popular post was a picture taken from the front seat of a truck during corn harvest 2019. The message addressed corn's ability to rack up carbon from the atmosphere.

The post was shared all over the country by farm pages as well as Co-op Extension and 4-H. Kim said, "It was fun to see that people appreciate it."

She has also jumped into

virtual farm tours for diverse audiences ranging from a local preschool to food bloggers.

Making connections

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Brothers in Dairy Profiled by NYAAC

A cadre of 11 Zeta brothers have been profiled by the New York Animal Agriculture Coalition (NYAAC) as part of their Documenting Dairy series. These stories developed for the general press have focused on the economic impact of dairy farms on rural communities, cow comfort, manure management, business diversification, and social media use.

To read the complete NYAAC series, go to: <https://www.nyanimalag.org/>

In addition to these brothers, spouses, sisters and daughters of Zeta alumni have also been interviewed including Kirsty Northrup, Lisa Porter, Emili Mulligan, Johanna Bossard, and Emma Andrew Swarthout.

"With the right technology you can do amazing things. This whole process — virtual farms tours — has been fun for me. I feel I'm doing something important by trying to set the record straight on some important issues. I never thought I'd be doing something like this. It gives me a fresh perspective on why I'm farming in the first place."

— George Andrew '85

"Agriculture in CNY is still evolving in the 40 years of Tayl-Wind Farm. Dairying is still a significant economic contributor despite numbers being smaller. Nearly one-third of my farm neighbors are no longer in agriculture. The face of the industry moving forward will be different yet."

— Glenn Taylor '87

"At Noblehurst, we continue to look for greener and safer manure management methods that minimize community impact and rejuvenate soils. Our ultimate goal is to be a nutrient harvester."

— Thomas Matthews '05

"We're always looking for opportunities that will help ensure our cows have a healthy, happy life while they are with us. Technology and research are allowing us to do a better job managing their well-being. This includes their general comfort, nutrition, their environment and how our employees interact with them."

— Steve Palladino '84

"Our newest facility features fans installed every 10 feet or a ratio of one fan for every four stalls to ensure greater circulation and rapid movement of air to improve cow respiration and insect control. You can walk through the barn and the air movement is so great that insects can't land. This eliminates insect related illnesses and cows bunched together when they feel stressed or under attack. They're doing much better than the heifers we have outside on pasture."

— Kyle Getty '07

"The number one reason we use social media is to help the public understand how we treat animals. Consumers like me are more and more interested in making a positive difference through our purchasing power. As a farm, we don't want any negative misconceptions about how we operate to deter people from buying dairy products."

— Kim Skellie '87

"[Every farm should] to help build a positive image for farming at a young age. I've been fortunate to have a great relationship with George. These



JULY 7, 2020 · FEATURED · ANNOUNCEMENTS

Celebrating Dairy in Extraordinary Times in Western New York

Dairy farming is a very big deal in New York. It is king of the state's agricultural industry, valued at \$2.5 billion annually. To celebrate dairy's health benefits, June Dairy Month has long been commemorated with parades, giant ice cream sundaes and friendly bovines from Buffalo to the Hudson Valley since 1937. But in June 2020, the health of New York's nearly 4,000 dairy producers has stolen the spotlight. In good times and bad, what impacts local dairy farmers impacts a net of businesses and public services in rural communities. It is a classic example of the multiplier effect. Most likely you will not see a sign the likes of the McDonald's golden arches identifying dairy's presence in small towns and villages, but the financial well-being of these farms is critical in terms of jobs, property tax revenue, and more in these vulnerable areas.

Dairy Economics 101

Kirsty Northrup of Lawnel Farms is fourth generation on her family dairy located in Piffard, NY, 35-miles south of Rochester. Together with her husband Tim, brother, and parents, they manage 3,000 acres



— Greg Porter '84

— Nathan Chittenden '00

FUNDING

100% funded by the Dairy Promotion Order and NY dairy farmers

Cornell Maple Program plans virtual workshop series

THAMGA — The Cornell Maple Program is offering six free online workshops this fall. Each session begins at 10 a.m. Each course features a selection of guided materials including narrated presentations, videos and articles, as well as a live question-and-answer session.

Sept. 23 — Assessing your sugarbush to maintain forest health.

Sept. 30 — Maple conditions and product opportunities.

Oct. 14 — Setting up a maple-tapline

Oct. 28 — Strategies for regenerating a healthy sugarbush.

Nov. 11 — Tips for top-quality, high-flavor syrup.

Nov. 24 — Maximizing production in your sap-collection system.

These registrations will be directed to a website for downloading course materials. These materials will be made available two weeks prior to the question-and-answer session.

Registration information is available at www.cornellmaple.com.

For questions and additional information, contact Aaron Wickham at awickham@cornell.edu.



A fourth generation dairy, Lawnel Farms has three generations of AGOs represented. From l to r: Son, Andrew, Larry, Anna, Coa, Stephanie Smith, Tim and Kirsty Northrup. Top: Porter and Grace Northrup.

All articles can be found on the NYAAC website www.nyanimalag.org

COLLABORATING WITH FARMERS

*New York
Animal Agriculture Coalition*

NEIGHBOR NEWSLETTERS

Neighbor newsletters have been a tried-and-true project that NYAAC has collaborated with farmers on for years. Newsletters allow farmers to get back to the basics and share what is happening on the farm, direct from the source, delivered to local mailboxes. The 14 farms that we worked with in 2020 were transparent in their messages and honest in their content allowing recipients to understand and appreciate what local farmers are doing on the farm. The 14 farms created 17 newsletters during all four seasons and were delivered to more than 10,000 mailboxes throughout New York State. We hope your farm has taken advantage of this program and if not, there is still time so be sure to contact us today to get started!

NY DAIRY ISSUES TEAM

The NY Dairy Issues team kept busy in 2020 discussing milk disposal, labor challenges, manure management, water quality, and environmental stewardship. As a team, we met quarterly and communicated weekly throughout the year whenever issues arose, and we had opportunities to share positive messaging about the dairy industry. Partners for Healthy Watersheds continued to be on the forefront of the work that the team collaborated on, ensuring that water quality and environmental stewardship were top of mind to local community members.

Issues Team Members include

Beth Meyer, ADANE

Eileen Jensen, NYAAC

Steve Ammerman, NYFB

Tonya VanSlyke, NEDPA





In the middle of
every difficulty lies
Opportunity.

ALBERT EINSTEIN



THANK YOU FOR YOUR SUPPORT

MEMBER ORGANIZATIONS

NYAAC is a farmer founded and funded organization and appreciates the support and funding from the following organizations. Each organization receives two board seats in exchange for their annual contribution. Per our by-laws, one seat is reserved for a farmer nomination from the organization, and the other is reserved for a professional from the organization or their designee.

American Dairy Association Northeast
Cayuga Marketing
Farm Credit East
New York Corn & Soybean Growers Association
New York Farm Bureau
Northeast Dairy Producers Association
PRO-DAIRY

CONTACT US

Contact us for more information about the programs or events that NYAAC implements or sponsorship and/or collaboration opportunities.

P.O. Box 179
Penn Yan, NY 14527
www.nyanimalag.org
@NYAnimalAg

Eileen Jensen
Executive Director
315-719-2795
Eileen@nyanimalag.org

Hannah Johnson
Communications Manager
585-356-6331
Hannah@nyanimalag.org

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