

NY ANIMAL AGRICULTURE COALITION

2023 ANNUAL REPORT



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www.nyanimalag.org



A WORD FROM THE CHAIRMAN

Sometimes in life a person can only say they truly just got lucky. This is exactly how I feel as my first year as Chairman comes to a close. The foresight and dedication of those before me have laid a solid foundation on which NYAAC operates. Our former chairs, Dale Mattoon and Steve Palladino were there 20 years ago when the dairy industry came together to form THE ORGANIZATION of organizations and called it the New York Animal Agriculture Coalition. Along with their guidance and our world class staff, NYAAC is poised to become exactly what those who felt was so desperately needed to support our farm owners and build a relationship with customers who now have become generationally removed from production agriculture.

This has been a year of recognizing the impact NYAAC has had on the New York agriculture industry. Celebrating 20 years as an organization and 10 years of the Dairy Cow Birthing Center is a monumental achievement! The DCBC saw many changes to its exhibit, which to enhance the public's experience every year and this year will be no exception with additional programming and educational events for our visitors. Our scholarship program continues to draw the most talented of our college students. As a member of the Scholarship Committee, I am blown away by the talent that applies every year. This makes me believe our industry will be greatly supported by the next generation which NYAAC is proud to support. In addition, NYAAC is looked upon as a valued partner on the New York State Dairy Issues Team, meaning NYAAC has the resources and knowledge to assist our producers in times of crisis as well as celebration. While we, as an organization, take a little time to reflect on our past, NYAAC is focused and ready to debut its most ambitious project in our twenty-year history. Called the Mobile Dairy Experience (MDE), this exhibit will take what we've learned at the Birthing Center and take it on the road to where people live throughout New York State. An idea ten years ago that at the time chairman Dale Mattoon envisioned, fast forward 7 years, Eileen dusted off the file and got to work. This vision is now becoming reality. The MDE will tell our story in a vehicle that can go just about anywhere to enhance the mission of NYAAC by allowing understanding and appreciation of modern agriculture while creating dialogue between the farmer and consumer. We encourage you to read about the MDE, provide your input and plan to support the MDE!

I will finally take a moment to thank those who unselfishly donate their time as well as resources to NYAAC. Those on the board, you all provide clarity and vision. Our member organizations, being involved from the start twenty years ago, there would be no Birthing Center or MDE without your commitment. To our volunteers and committee members, you expand the reach of NYAAC. To our Executive Director, Eileen Jensen, and our Communications Manager, Hannah Johnson, your vision, intelligence, and work ethic have positioned NYAAC for a highly impactful future!



Joel Riehlman Venture Farms
NYAAC Chairman

WHO IS NYAAC?

VALUES

Integrity: NYAAC is committed to following ethical principles that guide the personal and professional actions of this organization.

Care: NYAAC is committed to supporting and promoting the compassion farmers have for animals, employees, food safety, the environment and their communities.

Respect: NYAAC is committed to treating others with courtesy, kindness, and respect.

Openness: NYAAC is committed to participating in open and honest two-way communication, acknowledging differences and shared values. We are also committed to possessing a willingness to embrace change or to walk away from an unproductive conversation or situation.

Credibility: NYAAC is committed to being knowledgeable and delivering accurate and transparent information about animal agriculture.

Helpfulness: NYAAC is committed to being a strong and positive voice for and with the animal agriculture community, as well as a resource of factual and timely information and personal connections for consumers.

Resourcefulness: NYAAC is committed to developing effective communication models, and being early adopters of new technologies and approaches to enhance our interaction with others and advance our mission.

2023 Financials will be posted on the NYAAC website, www.nyanimalag.org, when they become available.

VISION

To reside amongst a culture of understanding, trust, and a positive image of animal agriculture, where consumers recognize the earnest efforts of farmers as they care for their farms, animals, environment, and communities.

MISSION

To enhance the public's understanding and appreciation for animal agriculture by fostering a dialogue with consumers, engagement with farmers, and cooperation among members of the industry.



“While we try to teach our children all about life, the *farm* teaches us what life’s all about.”



NYAAC CELEBRATES 20 YEARS

Two decades ago a group of farmers and a few organizations came together and created what is known as NYAAC. For 20 years NYAAC has worked hard to help others understand and appreciate animal agriculture. Through a variety of programs, activities, and events that have evolved over the years, we know that perceptions have changed and a positive impact has been the result. In 2023, NYAAC brought farmers and supporters together to celebrate 20 years of positively influencing the New York animal industry. The



attendees were welcomed by Commissioner Richard Ball. NYAAC has had three Chairman since its inception. Dale Mattoon spoke about how NYAAC began and the history of the organization. Steve Palladino shared where NYAAC is today followed by some future insights from current Chairman, Joel Riehlman.



Celebrating 20 years as an organization focused on bringing farmers and consumers together was an honor and on behalf of NYAAC, we all say THANK YOU for the support and we look forward to another 20 years of supporting New York agriculture.



Thank you for your support!

10 YEARS OF UDDERMIRACLES



In August 2013, what began as a visionary idea transformed into a cornerstone attraction at the New York State Fair — the Dairy Cow Birthing Center. For ten years, courtesy of the New York Animal Agriculture Coalition (NYAAC), fairgoers have been privileged to witness the miracle of life unfold before their eyes. Thanks to unwavering support from the NYAAC Board of Directors, advisory committee members, NY dairy farmers, dedicated volunteers, and generous sponsors, the Dairy Cow Birthing Center has flourished year after year.

In the last decade, we achieved the following milestones:

- Spent more than 150 days at the NY State Fair.
- Partnered with 30 different Host Farms.
- Witnessed 354 cows giving birth.
- Welcomed 379 calves into the world.
- Accumulated 8,700 text subscribers.
- Sent 1.6 million text messages.
- Greeted 2.3 million visitors in our tent.
- Posted more than 1,500 times on social media.
- Benefited from volunteers contributing over 15,000 hours of their time.
- Received support from 93 different sponsors.

Our Dairy Cow Birthing Center was born from a simple idea, and its growth is a testament to the collaborative efforts of countless individuals and businesses. Without the support of our numerous sponsors and donors, none of this would be possible. Since 2013, almost a hundred companies, farms, and businesses in the agriculture industry have provided both financial and in-kind support. Among them, twelve steadfast entities have been with us from the outset, earning the distinction of 10-year sponsors. We extend our deepest gratitude to:

- Agri-Mark
- Cargill
- Central New York Feeds, Inc.
- Dairy Farmers of America
- Farm Credit Northeast AgEnhancement
- Gold Star Feed & Grain
- Legacy Wealth Advisors of NY
- Merck Animal Health
- New York Corn & Soybean Growers Association
- New York Beef Producers Association
- New York State Fair
- Zoetis Animal Health

Thank You

Funded in part by NY dairy farmers and their dairy check-off

DAIRY COW BIRTHING CENTER

For over a decade now, the Dairy Cow Birthing Center has provided fairgoers at the New York State Fair, in Syracuse, NY, an opportunity like no other. While in the Dairy Cow Birthing Center tent, people young and old, are entertained, enlightened, and provided with the opportunity to watch a calf be born. To witness the miracle of life is truly an unforgettable experience. We count on this exciting process to facilitate meaningful conversations around food and the agricultural industry.

In 2023, 34 uddermiracles, 18 bulls and 16 heifers, were welcomed into the world. Over two hundred volunteers helped provide accurate information to fairgoers about caring for animals and producing dairy products. The Wall of Knowledge helped to share these messages and much more in an interactive and visually enticing way. 2023 messaging and signage around the tent focused on the accomplishments of the Dairy Cow Birthing Center over ten years, animal care and welfare practices, dairy product nutrition and versatility, and sustainable land management. Folks, young and old, enjoyed the interactive puzzles, movable pieces, and vibrant imagery showcased on the wall.

New to the tent this year was a dedicated area for children, the “kids’ corner!” This area served as a great space for youngsters to play and learn. There were corn bins, coloring activities and supplies, and more interactive messages about dairy farming, dairy cows, and ways farmers utilize and recycle plant materials on their farms.

2023 Sponsors

2020 Consulting
Agri-Mark
American Dairy Association North East
Battenkill Veterinary Bovine
Boehringer Ingelheim
Broome County Farm Bureau
Brown’s Feed Inc.
Camping World
Cargill
Central New York Feeds, Inc.
Clinton Tractor
CNY Community Foundation
Community Bank
Cornell Dairy Center of Excellence
Corteva Agriscience – Pioneer Seeds
Cortland County Farm Bureau
Dairy Farmers of America
Dairy Promotion Order Board
Dairy Support Services Company
DFA Farm Supplies
Diamond V
Farm Credit Northeast AgEnhancement
Future Cow
GENEX
Gold Star Feed & Grain
ImmuCell



Jobe Valves
Legacy Wealth Advisors of NY
Lutz Feed
Mercer Milling
Merck Animal Health
NBT Bank
New York Corn & Soybean Growers Association
NY Beef Producers Association
Oswego County Farm Bureau
Page Farm Supplies/IBA
Parnell Veterinary Pharmaceuticals
Peach Teats
Phibro Animal Health
Pikeside Ag Machinery
Poulin Grain
Premier Select Sires
Rabo Agrifinance
Seedway
Seneca Dairy Systems
Townridge Farm
Upstate Niagara Cooperative
Van Erden Richardson, PLLC
Wegmans
Whites Farm Supply
Zoetis Animal Health

SCHOLARSHIP RECIPIENTS

Emma and Abbie embody the spirit of the NYAAC Advocacy Scholarship, which aims to support and empower young individuals who are passionate about agriculture and committed to making a positive impact in the industry. Their unique experiences, motivations, and aspirations serve as an inspiration to us all. By investing in Emma and Abbie, we are investing in the future of agriculture and the lives they will touch through their work, advocacy, and daily interactions.

ABBIE AINSLIE



Growing up on a small dairy farm in rural upstate New York provided Abbie with firsthand experience of the challenges faced by members of her community. Abbie's parents instilled in her the values of hard work and responsibility from a young age, making her aware of the financial hardships many individuals and families in her area endure. As she prepares to embark on her college journey at Cornell University, Abbie recognizes the significant financial burden that comes with pursuing higher education. While she is confident in her work ethic and ability to contribute to her college tuition, this scholarship will play a vital role in helping her avoid excessive debt and make ends meet. As an aspiring agricultural educator, Abbie understands the importance of continuous learning and personal growth.

EMMA JENKS



As a 22-year-old who has already completed both an Associate and Bachelor degrees, Emma hesitated to apply for this scholarship initially. She felt that as a more mature individual, she might be taking opportunities away from graduating seniors who are equally deserving of support and recognition. However, Emma recognized the importance of furthering her education to better serve her community, especially the young people interested in agriculture. Emma's desire to continue her education is driven by her commitment to the youth who represent the future of agriculture. Ms. Jenks will further her studies in Extension Education online via Colorado State University. Winning this scholarship will not only enhance her personal and professional growth but also enable her to make a difference in the lives of countless others through her work and daily life.

Thank you for your support!



“Agriculture is not just a job, it is a way of life, a *dedication* to the earth and all it provides.”

~Unknown

MOBILE DAIRY EXPERIENCE (MDE)

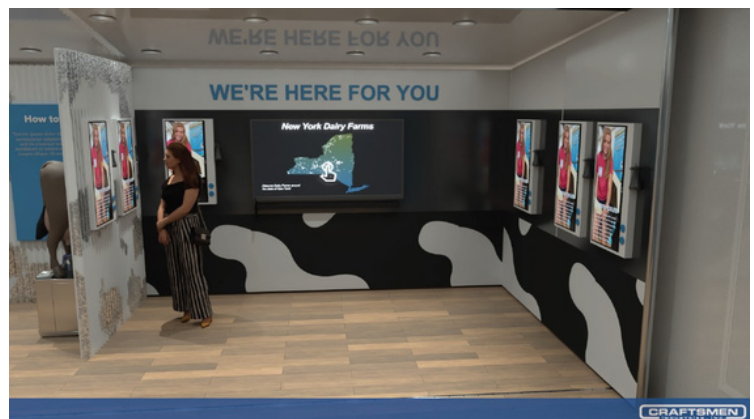
Driving Dairy Across New York State

The Mobile Dairy Experience (MDE) is finally coming to life! After years of idea sharing, planning, researching, and securing funds, MDE will be hitting the road in 2024. 2023 saw great progress for this project. NYAAC hired Ivy Partners, a consulting firm, to assist in determining the industry support for MDE. After nearly 30 interviews, with an unbiased perspective, Ivy Partners confirmed support from dairy farmers and industry companies and businesses. In 2024, NYAAC will hire an engineering company to bring the vision to life while focusing on the overall NYAAC mission of helping others understand and appreciate animal agriculture.

“MDE can bring the WOW back to milk! It can show the entire process from farm to fridge!”

MDE will be an experience that can go to where people live, work, and play. NYAAC is aiming to launch this experience at the 2024 New York State Fair, near the Dairy Cow Birthing Center. With funding secured from the Dairy Promotion Order Board, the building will be well-underway and complete in 2024. MDE will feature information about dairy farms while highlighting key topics related to sustainability, careers, processing, products, and technology. Stay tuned in 2024 to learn more about how you can support this effort and be involved in launching this one-of-a-kind advocacy effort on wheels.

Renderings. Not final designs.



100% funded by NY dairy farmers and their dairy check-off



“Agriculture is our wisest pursuit, because it will, in the end, contribute most to the real wealth, good morals, and *happiness*.”

Letter from Thomas Jefferson to George Washington

NEIGHBOR NEWSLETTERS

2023 was an outstanding year for Neighbor Newsletters! Newsletters continue to help farmers make connections with neighbors, landowners, and community members. NYAAC worked with 10 NY Dairy Farms, sending out 13 issues and reaching over 18,000 mailboxes. It was and continues to be a fun and informative way for farmers to connect with their community members. Each issue is different; however, the information shared is always relevant, factual, and helpful for those who live near the participating farms. With the digital age continuing to drive decisions, this back-to-the-basics way of communicating is welcomed by neighbors. Some farms choose to send hard copy newsletters while others choose to share digitally as well to a compiled e-mail list. No matter how farmers choose to utilize newsletters, it's a great tool that continues to making meaningful impacts in communities throughout New York.

Newsletters have been a way to informally connect with neighbors by getting back to the basics.

Hello Neighbors!

Springtime means a lot of changes on our dairy farm. We are preparing fields for planting crops and keeping our animals cool in the hot weather. We are also preparing for all of the upcoming events that will be hosted at our farm this summer! We plan to have many student tours upcoming months, and some of the El-Vi youth will be showing their cows at the Wayne County Fair. We hope you'll visit them at the fair to learn more about our farm and meet some of our cows!

As the seasons change, we want to remind you that here at El-Vi Farms, we continue to do our best to care for our environment, employees, cows, and community. By utilizing technology and research, we can implement the best practices in animal handling and in keeping the land in excellent condition for many generations to come.

-The Team at El-Vi Farms



FARM SAFETY: EMPLOYEES & EQUIPMENT

We take numerous steps to ensure our people are safe on the farm, while operating equipment, and while traveling the roads to and from fields.

Our people wear hi-visibility clothing that stands out and makes them more noticeable to other farm team members and visitors.

Our farming equipment is equipped with vast safety measures too. The tractors without cabs have roll bars. PTOs have protective shields, and our slow-moving machinery is marked with a SMV triangle to make other vehicles on the road aware.

As we head into our busy planting season and have more equipment on the roads, we want to thank you for your continued patience and understanding!



EL-VI FARMS LLC
Est. 1953

From Our Farm, To Your Family

Contact Us Anytime!

We want to hear from you! Please let us know if you have any questions about our farm, or if there is anything we can do to be better neighbors.

Contact:
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Like us on Facebook and Instagram @ELVIFARMSLLC



IT IS NOW EASIER THAN EVER TO STAY CONNECTED TO OUR FARM!



The Mapleview Dairy Newsletter



Hello Neighbors.

Have you missed us?

Since our last newsletter in 2019, we have been moving fast! We have built a few new barns, and the herd has grown slightly too! Currently, 65 hardworking team members from the St. Lawrence county area keep the farm operating. We are milking 2,500 Holsteins and 600 Jerseys, like our old friend Ginger the Jersey!

Our team works over 5,500 acres of land in and around Madrid and does its part in keeping St. Lawrence County green.

The pandemic took its toll on all of us, but here at the farm, we couldn't shut down, send our employees home, or leave the cows to fend for themselves. We took the proper safety precautions and were able to keep our staff healthy and safe. We are thankful for such a dedicated group of people who worked as a team to keep everything running smoothly.

We have always grown corn and hay. However, since the pandemic, we have included a substantial amount of soybeans in our growing rotation to lower our feed costs. You think the cost of buying groceries for your family has gone up? You should see our cow's feed bill.

Unfortunately, costs have gone up for everyone, but growing more crops ourselves to feed the cows allows us to afford the vitamins, minerals, and other feed products we cannot grow. The soybeans will add high-quality protein to our cow's diet all year round.

The challenges and hardships we have faced since our last newsletter tested us all. But we try to turn lemons into lemonade here, and learn from the past! Learning and continuing education are valued at Mapleview to maintain best practices in all areas of the farm. To help our team continue to learn and gain useful skills, we encourage and facilitate training opportunities, such as farm-specific safety reviews. Appropriate team members are asked to attend as opportunities arise off the farm. For example, the cow feeding team attended the recent cow feeder school provided by Cornell Cooperative Extension.

Lastly, in 2022 we had our 75th anniversary! Mapleview Dairy is proud to have been farming at the Jones Road location for 75 years, and we don't plan to quit anytime soon! Thank you for being such supportive neighbors throughout the years.

On behalf of all the Mapleview Dairy staff, happy new year!



Thank you for your support!

NY DAIRY ISSUES TEAM



The New York Dairy Issues team is comprised of representatives from four different organizations including American Dairy Association Northeast, New York Farm Bureau, New York Animal Agriculture Coalition, and Northeast Dairy Producers Association. It's a known fact crisis and issues are inevitable, even in agriculture. As an Issues Team, team members communicate regularly and work together when issues arise in local communities.

When farmers are faced with a crisis, the Issues Team serves as a support team to help navigate the challenges that arise. Many issues discussed are related to water quality, environmental concerns, farm labor issues, and animal activists. One of the well-attended events that the team organized was a bus tour for leaders and decision-makers in the Cayuga County area. The tour began at the Cayuga Milk Ingredients plant in Auburn and then included stops at Patterson Farms and Aurora Ridge Dairy. During the tour, industry leaders spoke about water quality, farm regulations, environmental concerns, and actions that farmers take and focus on every day. Attendees appreciated the transparency and honesty throughout the tour and enjoyed meeting and hearing from farmers directly.

All issues discussed with the Dairy Issues Team are confidential and handled with professionalism by the Issues Team members.



Thank you for your support!



2023 Member Organizations

NYAAC is a farmer-founded and funded organization and appreciates the support and funding received in 2023 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 as their designee.

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

2023 Board of Directors

Joel Riehlman, Chairman
Steve Palladino, Vice Chairman
Corinne Banker, Secretary
Jean Gallagher, Treasurer
Emma Andrew-Swarthout
Nate Chittenden
Audrey Donohoe
Lisa Ford
Alyssa Kealy
Mark Modzeleski
Ashley Oeser
Julie Richardson
Board Advisor: PRO-DAIRY

Contact Us

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

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