

NY ANIMAL AGRICULTURE COALITION

2025 ANNUAL REPORT



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



A WORD FROM THE CHAIRMAN

Make A Difference

To quote Ginni Rometty “Growth and comfort do not coexist.” You could say this was NYAAC’s mantra for 2025. Although the first Mobile Dairy Experience (MDE) tour faced challenges, it stood out as one of the most impactful launches in our 22-year history. Our team challenged themselves to critically think and remove barriers that limit our ability to broaden our message and educate others regarding modern farming practices. Along with the Dairy Cow Birthing Center, our two flagship programs reached hundreds of thousands of New Yorkers in 2025.

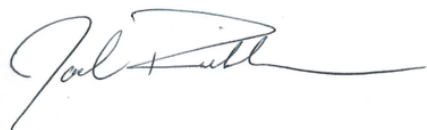
NYAAC, as an organization, exists to create dialogue with consumers within the space of animal agriculture. Our organization’s achievements have been enhanced through our strong relationships with our partner organizations. These powerful collaborations proved invaluable as our reach continued to grow in 2025.

Working together with NY Ag in the Classroom as they announced their Teacher of the Year provided the perfect launch event for the MDE. Our distinctive partnership with ADANE significantly supports the success of our outreach initiatives along with DMI for marketing and analytics, Burt Media with video promotion, and Corning Place Communications assisting in NYAAC’s media presence. These alliances have broadened our reach and strengthened our message.

We all know finding a unicorn is not easy but in NYAAC’s case, we found two! With Eileen’s leadership along with the services of TriggerHouse, our promotional partner for the MDE, they secured our tour staff. Ryan Mosher and Brian Dougherty, AKA “The Moo Crew,” made the launch of the MDE incredibly successful and we look forward to these gentlemen joining the team again in 2026! In addition, NYAAC is incredibly thankful for the service that Earl T. Wadhams offered as they assisted in maintenance and repairs as the MDE toured the Empire State. This, too, is a relationship that will continue for the ‘26 tour.

Lastly, I will always be amazed by our volunteers. It truly reinforces the strength, energy, and character of the people in our industry. My entire career has been surrounded by people such as yourselves, and it makes me incredibly proud to know you support the work that is being done at NYAAC. There are huge investments being made within New York’s dairy sector. This only grows the demands of the NYAAC organization, and we plan to meet these needs through our amazing staff and innovative programming that will continue to build the bridge between farmers, our communities, and our consumers.

We look forward to seeing you and may you all have a healthy and successful 2026!



Joel Riehlman
Venture Farms, NYAAC Chairman





“Farming looks mighty easy when your plow is a pencil and you’re a thousand miles from the corn field.”

Dwight D. Eisenhower

MOBILE DAIRY EXPERIENCE (MDE)

Driving Dairy Across New York State

The 2025 inaugural tour of the NYAAC Mobile Dairy Experience marked a significant milestone in the organization's mission to build trust and understanding between consumers and New York's dairy community. Launched to meet audiences where they live, learn, and gather, the Mobile Dairy Experience brought an engaging, hands-on look at modern dairy farming directly to schools, fairs, community events, and urban centers across the state.

A defining strength of the inaugural tour was its emphasis on transparency and dialogue. NYAAC staff and trained volunteers, many with firsthand dairy experience, engaged visitors in open conversations, encouraging questions about animal welfare, environmental stewardship, and food production. These one-on-one interactions proved especially impactful, helping to dispel misconceptions and foster informed confidence in New York dairy farmers and their practices.

The Mobile Dairy Experience also strengthened partnerships across the state. Collaborations with schools, agricultural organizations, community groups, and event organizers expanded NYAAC's reach and visibility, while providing hosts with a high-quality educational attraction aligned with science-based learning standards. Feedback from educators and event partners consistently highlighted the value of the program as both an educational resource and a community engagement tool.

The 2025 tour validated the Mobile Dairy Experience as a powerful platform for proactive outreach. Data collected through visitor surveys and engagement metrics demonstrated increased knowledge, positive perception shifts, and strong interest in learning more about dairy farming and food systems. These insights will guide future content development, tour planning, and impact measurement.

In its inaugural year, the NYAAC Mobile Dairy Experience successfully transformed a bold concept into a dynamic, statewide outreach program. By bringing the dairy story directly to the public in an inviting, interactive format, NYAAC took an important step forward in connecting consumers with the people, practices, and values behind New York dairy—laying a strong foundation for growth and expanded impact in the years ahead.



Ryan & Brian, the Moo Crew, interacted with visitors in a variety of ways, depending on age level and knowledge.



Earned media opportunities throughout the year allowed the positive message of dairy farming to reach a broader audience.

2025 Highlights

- 40 events
- 9,000 miles
- 35,728 visitors
- 3 million total impressions
- 90/100 rating
- Endless impact

Stay tuned to www.NYAnimalAg.org and @NYAnimalAg on social media as we announce our public facing events for 2026.

A SUCCESSFUL YEAR ONE



Thank you!

In addition to check-off dollars from the nearly 3,000 NY dairy farms, the Mobile Dairy Experience has become a reality, thanks to more than 100 individuals and business supporters. The Mobile Dairy Experience anticipates launching its 2nd annual tour from mid-March to October 2026. Visit www.NYAnimalAg.org for more information and a full list of donors.

If you would like to be part of our Donor List or provide in-kind services including dairy products, calves, or more, please contact Eileen Jensen at eileen@nyanimalag.org.



Funded by NY dairy farmers, the dairy check-off, and the dairy industry

MEET RYAN & BRIAN - THE MOO CREW

Ryan Mosher



Ryan and Brian are the faces of NYAAC's Mobile Dairy Experience, helping bridge the gap between consumers and the farmers who work every day to produce nutritious, safe, and sustainable dairy products.

Hometown: Rensselaer County, NY

Background: Traveler, sports photographer, small business owner

Ryan's heart belongs to the road and to storytelling. When he's not running his own travel agency or photographing sports events, he's sharing the real story behind where our dairy products come from. Ryan has deep agricultural roots. His father worked on a dairy farm, giving him an early connection to the industry. Years ago, he worked alongside NYAAC's Executive Director, Eileen Jensen, on a similar educational trailer — and when she began building the MDE, Ryan was one of the first to cheer her on.

Fun facts about Ryan

- He's been to every Major League Baseball stadium
- His favorite dairy product? Mint chocolate chip ice cream

"This tour gives me a chance to understand farmers' lives firsthand and help others understand them too."

~ Brian Dougherty

Brian Dougherty



Hometown: Goodyear, AZ

Background: 15+ years in experiential marketing and educational outreach

Brian may be new to the dairy industry, but he's no stranger to connecting with people and helping them learn through hands-on experiences. With interests in aviation (he's working toward his pilot's license!), off-roading, camping, and kayaking, Brian brings a curious, adventurous spirit to the MDE.

Fun facts about Brian

- He's logged 5 hours toward his private pilot's license
- His favorite dairy product? Cheese — great all day, especially paired with wine or fruit



Thank you for your support!



“Cattle farming is stewardship of land, animals, and future generations.”

Unknown

SCHOLARSHIP RECIPIENTS

ANNA MAXWELL



Anna Maxwell, a New York native, was raised in the dairy industry and will pursue a degree in Animal Science at Cornell University upon completing her educational exchange program in Chile. With aspirations of becoming an agricultural lawyer, Anna is determined to give back to the farming community that shaped her.

“This scholarship will allow me to prepare myself for a career of service to [New York farmers], some of the most honest, hardworking, and dedicated people I have ever had the chance to meet.”

SOPHIA WILBUR



Sophia Wilbur is equally passionate about animal agriculture and the future of ethical and efficient livestock production. With this scholarship, she looks forward to furthering her education at Cornell University and making meaningful contributions to animal health and sustainability.

“It’s a tremendous honor and a vital step toward achieving my goals. This support brings me closer to turning my passion into a lifelong career.”

*The 2026 Scholarship program is open through February 28, 2026.
Visit www.NYAnimalAg.org for application details.*

Thank you for your support!



“The soil is the great connector of lives,
the source and destination of all.”

Wendell Berry

DAIRY COW BIRTHING CENTER

The 2025 Dairy Cow Birthing Center continued its long-standing role as one of the Fair's most impactful agricultural education experiences. Serving as a live, working exhibit, the Birthing Center offered fairgoers an authentic window into dairy farming by showcasing cow care, calving, and early-life management in a transparent and respectful setting.

Throughout the Fair, visitors observed dairy cows at various stages of calving and early lactation while learning directly from trained NYAAC staff, volunteers, and New York dairy farmers. A central focus of the Birthing Center continues to be proactive engagement and dialogue. Educational signage, scheduled demonstrations, and age-appropriate explanations ensured accessibility for visitors of all backgrounds and learning styles.

By the close of the 2025 Fair, the Dairy Cow Birthing Center once again demonstrated its value as a cornerstone of NYAAC's outreach efforts. Through transparency, hands-on education, and meaningful conversations, the exhibit strengthened public understanding of dairy farming and reinforced NYAAC's commitment to building informed confidence in New York's animal agriculture.

Thank You 2025 Host Farms

DeBoover Family Farms
Elmer Richards & Sons
EZ Acres
Will-O-Crest Farm
Spruce Haven Farm
Venture Farms

Since the Birthing Center began, we
have welcomed more than 400
uddermiracles into the world!



Agri-Mark
Agrinomic Insights
Alta Genetics
American Dairy Association North East
Boehringer Ingelheim
Camping World
Central New York Feeds, Inc.
Community Bank
Corteva Agriscience - Pioneer Seeds
Dairy Farmers of America
Dairy Promotion Order Board
FeedWorks USA
Future Cow
ImmuCell
Legacy Wealth Advisors of NY
Lutz Feed
Mercer Milling
Merck Animal Health
NBT Bank

2025 Sponsors



NY Beef Producers Association
Page Farm Supplies/IBA
Parnell Veterinary Pharmaceuticals
Phibro Animal Health
Pikeside Ag Machinery
Premier Select Sires
Rabo Agrifinance
Upstate Niagara Cooperative
Van Erden Richardson, PLLC
Wegmans
Whites Farm Supply
Zoetis Animal Health

Special Thanks to Bryan
Bartholomew and his team for
helping during set-up.

Funded by NY dairy farmers, the dairy check-off, and the dairy industry

DAIRY COW BIRTHING CENTER



Thank you!



Funded by NY dairy farmers, the dairy check-off, and the dairy industry

“Agriculture is the most healthful,
most useful, and most noble
employment of man.”

George Washington

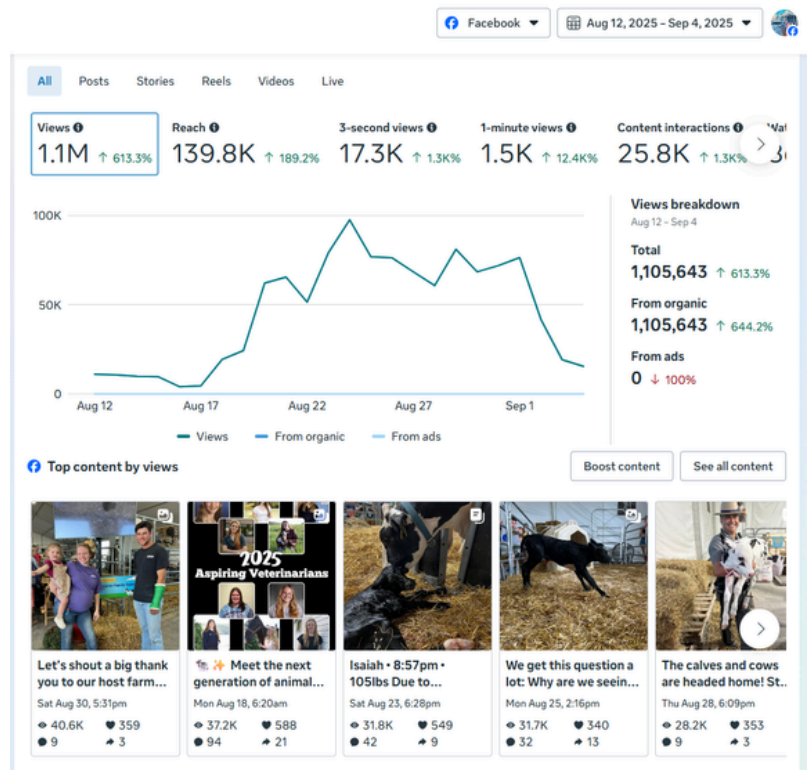


COMMUNICATIONS EFFORTS

SOCIAL MEDIA

In 2025, the New York Animal Agriculture Coalition (NYAAC) continued to boost its social media footprint to strengthen public understanding of animal agriculture in New York State. The organization maintained active profiles on Facebook and Instagram with the handle, @nyanimalag. With a combined following of more than 30,000, the goal is to continue to share farm stories, event highlights, and educational content.

NYAAC's communications team focused on engaging audiences with visually rich posts about farming life, the Mobile Dairy Experience, and behind-the-scenes insights into sustainable practices. Engagement on key posts regularly reached dozens of likes and interactions per post, resulting in steady audience interest. By combining organic content with in-person outreach at fairs and community events, NYAAC strengthened connections with both local supporters and younger viewers, helping to bring the mission to life throughout the year.



Results of the social media interaction and engagement during the State Fair continues to exceed expectations. Reaching more than 1 million people on Facebook alone, our message is shared far beyond Syracuse, NY.



Thank you for your support!



“The future of agriculture depends on the care we give the land today.”

Unknown

NYAAC GETS INVOLVED

NYAAC works with farms all year long to help share the positive story of agriculture. As an organization focused solely on animal agriculture, the opportunity to showcase the happenings across the state are truly never-ending. NYAAC has worked in a variety of capacities to make this happen.



Newsletters
Kinder-farming
Video Content



Speaking Events
Farm Tours
Photo Shoots



Farm Features
Bertha Rentals
Media Interviews



NY Dairy Issues Team

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



Thank you for your support!

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.

2025 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.





2025 Partner Organizations

NYAAC is a farmer-founded and funded organization and appreciates the support and funding received in 2025 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
North East Dairy Producers Association
PRO-DAIRY

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

Contact Us

2025-2026 Board of Directors

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Allyson Jones-Brimmer
Mark Modzeleski
Ashley Sardo
Julie Richardson
Board Advisor: PRO-DAIRY

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



“The ultimate goal of farming is not the growing of crops, but the cultivation and perfection of human beings.”

Masanobu Fukuoka