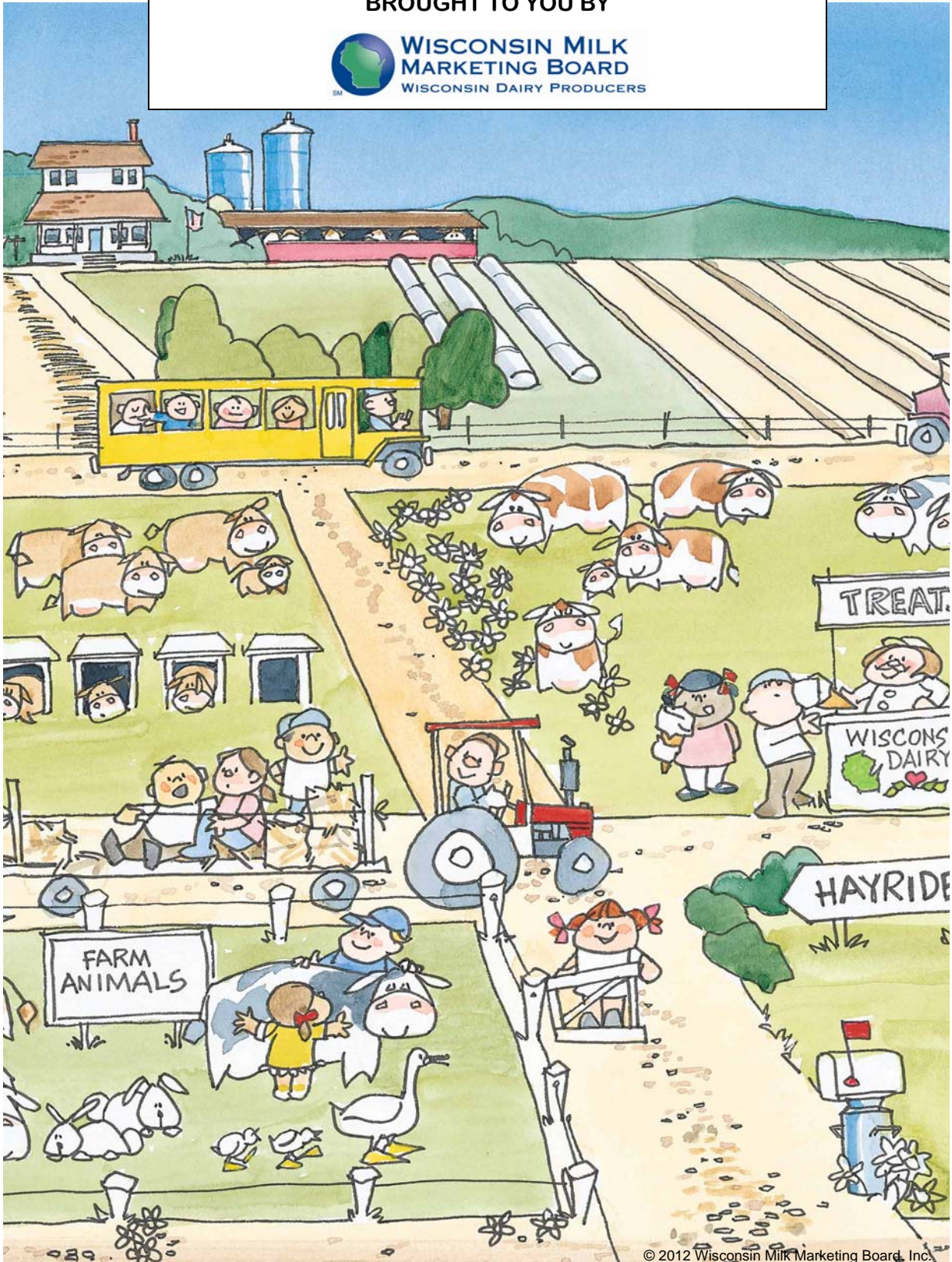
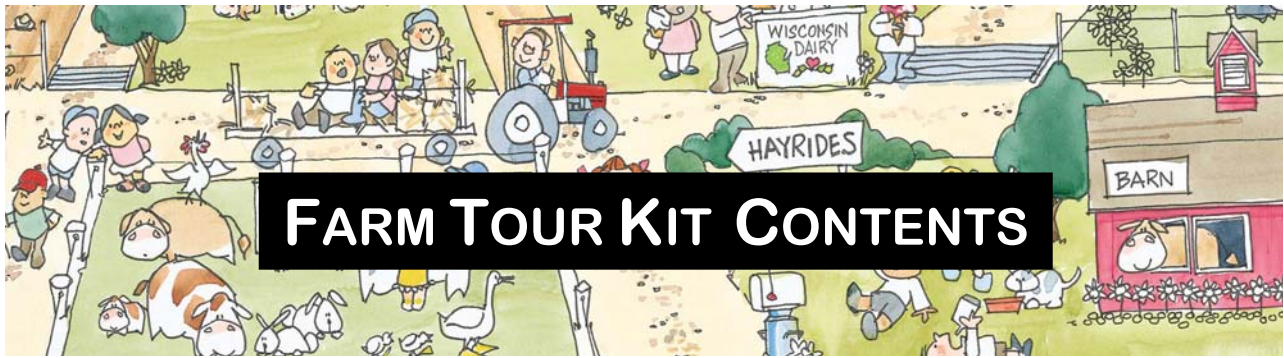


# WISCONSIN FARM TOUR KIT

BROUGHT TO YOU BY





# FARM TOUR KIT CONTENTS

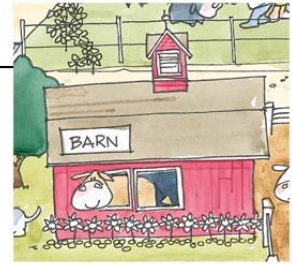
The Farm Tour Kit was organized to be a quick reference for producers who need information on how to give a successful farm tour. The kit was designed with school groups in mind but offers information that can be adapted to fit any audience. Use this page as a handy reference as to what topics are included in each section. We think you will find a lot of helpful information and neat ideas to make your tour a positive experience for everyone involved. Good luck!

Section	Contents	Overview
<b>1 - WHY GIVE A FARM TOUR</b>	Objectives	Why give a tour of your farm?
<b>2 - PREPARING</b>	Before the tour	Getting yourself and your farm ready for visitors
<b>3 - TALKING POINTS</b>	Suggested topics to cover	Typical information to be covered during a tour and fact sheets that can be reproduced and given to your guests.
<b>4 - TRICKY QUESTIONS/ STICKY SITUATIONS</b>	Reference for tough questions and situations	Ideas for handling hard to answer questions, explaining environmental issues and dealing with activists
<b>5 - NEAT IDEAS</b>	Hands-on projects	Neat ideas of things to do on your tour and recipes
<b>6 - AUDIENCES</b>	Modifying your tour	Information for different ages and audiences, a Teacher's Guide and a Dairy Dictionary of farm terms to photocopy and distribute to the group organizer.

## Section 1 - Why Give a Farm Tour

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### What an Opportunity!



Today's consumers are at least three to four generations removed from the farm. The importance of giving educational farm tours now becomes apparent. People outside of the agricultural community no longer experience or understand production and farming practices like they did in years past. Your tour will offer a realistic, first-hand experience of farm life to those who might otherwise never get the opportunity.

Hosting a farm tour offers unique opportunities to showcase the dairy industry to the general public and demonstrate its importance to the state's economy. Dairying accounts for nearly \$26.5 billion of Wisconsin's economy and supports approximately 146,000 jobs. Wisconsin ranks first in U.S. cheese production and is home to 140 cheese manufacturing plants, making more than 600 different varieties, types and styles of cheese.

Even though consumers are increasingly removed from the farm, they are becoming more involved in food safety and health issues. So it's important for them to understand that milk is one of the most regulated and tested food products in the United States. Regulations and safety standards are firmly in place to ensure a safe and wholesome milk supply. A visit to a dairy farm can verify the safety and care dairy farmers take to provide high-quality, nutritious dairy products.

Those not involved in the dairy industry need opportunities to understand milk production, the challenges of farming, governmental and environmental issues. Your tour gives them that opportunity to interact with you and better understand issues impacting you, your farm and ultimately, the consumer.

## Section 2 - Preparing



### Plan! Plan! Plan!

*Planning is essential to making your farm tour run smoothly. Allow yourself at least two weeks to plan a tour of 50 or less and up to a month for larger groups. Planning ahead will benefit all those involved and make good use of the guests' time while they are there. With preparation, you can hit upon everything that you feel is unique about your operation.*

#### Planning Tips

- **Logistics**  
Set the dates, number of attendees, time of arrival, time to be spent on the tour, what they would specifically like to see and what they expect to gain from touring your operation. Make sure to allow yourself at least two weeks to prepare.
- **Talk to the teacher**  
When dealing with a school group, it is often helpful to talk to the teacher about what the students have been learning prior to their visit. It gives you a better perspective as to what to talk about throughout the tour. (See the "Audiences" section in this kit for additional information on working with teachers.)
- **What to do**  
After finding out how much time you will actually have to tour, ask yourself what things, areas, or activities you feel the audience will need to see and do on the tour. Then make a list. (See the "Neat Ideas" section in this kit for additional information.)
- **Time limits**  
Keep in mind the time allotted for the tour. Is it feasible to see the whole farm, take a hayride and feed the calves in 45 minutes? Be realistic.
- **Group size**  
Make sure your touring groups are small enough that everyone can see and hear what you are doing and saying. Groups of ten or less work well. Confirm that there will be plenty of chaperones if you are dealing with small children. Enlist a friend to be another tour guide, if needed.
- **Keep it simple**  
Keep information simple and easy to comprehend. You work in the dairy industry every day, but some people may not know that Guernsey and Holstein refer to different breeds of cows. Explain everything in simple terms. You may want to put together a list of terms to define along the tour. (See the "Audience" section in this kit for the "Dairy Dictionary" insert.)
- **Have a schedule**  
Do things in a logical order. It is sometimes best to do some of the bigger things first, but beware of the time factors. Schedule a couple of practice runs so you know how long something takes to do. Remember to factor in time for questions.

### Safety

*As a farm owner, you are aware of the many potential hazards lurking around every corner of your operation. Be proactive and take a good hard look around. Remove anything that looks hazardous.*

#### Safety Tips

- **Hanging tools**  
Remove anything that can be knocked down or rubbed up against, especially sharp objects. Pull out nails or screws that might catch on clothing and look for sharp shelf corners or unstable objects.

## Section 2 - Preparing

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- **Machinery**  
Do not run machinery, tractors, wagons, trucks, etc. while guests are on the tour. It also is a good idea to pull keys out of the tractors or have the machinery covered so that children are not tempted to play on them.
- **Chemicals**  
Make sure chemicals of any kind—cleaners, pesticides, and antibiotics—are safely contained.
- **Sharp objects**  
Saws, drills, files, needles, blades, and other similar items should be put away and out of sight.
- **Animal safety**  
Do you have a farm dog that is not good with children or strangers? What about the cats in the barn that scratch when people try to pick them up? Never mind about the bulls in the pen out back—make sure the animals being seen and petted are well behaved and pose no threat to those on the tour.
- **Electric fences**  
It is best to keep people away from electric fencing. If you feel it is necessary to have your guests near an electric fence, mark wires with a rag tie or tape. People should see where the wires are so they can be avoided. Explain why you have electric fencing, what happens when you touch it, and that it is not harmful to the animals.
- **Haymows and chutes**  
Haymows and chutes are enticing to children. Unfortunately, it doesn't take much for a child, unfamiliar with the surroundings, to fall down a chute or leap off something too high and hurt themselves. Show the haymow to demonstrate where you store food for the cows, but refrain from letting people walk around or play in the area.
- **Slippery or rocky areas**  
Avoid taking your guests through rocky or slippery terrain. If barn floors are slick, take measures to dry them out by using barn lime, straw or wood shavings in slippery areas.
- **Ropes or tape**  
Do you have an area where you don't want people to go? Use bright plastic caution tape or tie ropes and place signs to encourage people to stay in safe areas.

### Dos and Don'ts

*Sometimes it's the little things that make all the difference. Here are some basic dos and don'ts.*

#### DO

- **Ask guests to dress appropriately**  
Some of your guests may not have been on a farm before and don't know what appropriate attire is. Tell the group contact to have them wear old boots or shoes, long pants, and seasonal jackets or gloves if needed. Furnishing disposable boots, which can be found at farm warehouse stores, is recommended.
- **Make it clear that inappropriate behavior will not be tolerated**  
Farms have potential hazards everywhere. Make it clear to everyone that inappropriate behavior will not be tolerated. Create a policy and talk to chaperones about how you will be handling guests that are not cooperating.
- **Tell the audience about what they are about to see**  
At the beginning of the tour, summarize what they are about to see and experience.
- **Speak loudly and repeat questions so everyone can hear**  
Project your voice and speak loudly and clearly. People are interested in what you have to say. When a question is asked, repeat it before answering. Others may have not heard the question the first time.

## Section 2 - Preparing

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- **Keep groups as small as possible**

The smaller the group, the more interaction you can have with your audience. Groups under ten work best. Enlist a knowledgeable friend, family member or employee to help give the tours and make the experience more memorable for those involved.

- **Stick to a timeline so guests can see as much as possible**

Know how much time you want to spend at each station and stick with it. Spending too much time on one thing means less time someplace else.

- **Be professional and positive**

You are about to make a big impression on people who may have never been exposed to farming before. Have a professional and positive attitude at all times.

- **Emphasize the quality and taste of Wisconsin dairy products**

Wisconsin is synonymous with quality dairy and the quality of every Wisconsin dairy product starts on the farm.

- **Offer Wisconsin dairy treats**

Offering samples of tasty dairy products from Wisconsin is a great way to end a farm tour. Some cheese companies or your milk processor may be willing to donate to your cause if you give them ample time and a little publicity. Some seasoned tour guides bake or prepare treats themselves using dairy products. Be sure to have everyone wash their hands before eating (see "Keeping Animals and Visitors Healthy" – Section 2, Pg. 4).

- **Address questions after the tour**

Have you ever been in a meeting where one person asks several questions that are not relevant to the whole group? Offer to answer that person's questions after the tour so that you are not wasting the group's time.

- **End with a summary**

Summarizing brings your tour to an end. It also helps your audience realize what they have seen or accomplished during their time at your farm.

- **Give a token gift**

Send your guests off with a token gift. It doesn't take much to amuse a child. There are items that Wisconsin producers can request from WMMB as part of this tour kit. Additional items can be ordered from WMMB's America's Dairyland Catalog.

### Don't

- **Get too detailed**

It is easy to get into the specifics of your operation, and sometimes that's appropriate. But remember that your audience may not understand the terms or practices you are discussing. Keep things as general and simple as possible.

- **Overlook what makes your dairy operation special**

Your operation is unique. Why? What does your operation have that others don't? Where does the milk from your farm go?

- **Complain**

It is easy to talk about negative things sometimes, but complaining about prices, government regulations or other issues just makes for a bad impression. If you get a specific question about a particular unpopular topic, share the facts and leave out the commentary.

## Section 2 - Preparing

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### Keeping Animals and Visitors Healthy

*Farm visits are an exciting way to demonstrate the care that goes into raising healthy animals. Allowing visitors access to animals is often the most popular part of farm visits but does pose some risk to both the visitors and the farm animals. Some simple precautions can help to ensure that the visit is safe for both the visitors and the animals.*

#### **Biosafety Tips**

- **Potential risks to farm visitors**

Contact with farm animals has been shown to be a risk factor for the transmission of several organisms that can cause disease in humans. Human pathogens such as *E. coli* 0157:H7, Salmonella, Listeria, Cryptosporidia and Campylobacter can be shed by sick or healthy animals and can easily be transmitted to producers, their family members, or farm visitors through contact with manure or by consuming raw or unpasteurized dairy products.

- **Understanding risks**

Certain farm animals have a greater risk for transmitting infections to humans. In general, calves, recently freshened cows, and sick animals are more likely to shed disease-causing organisms than other farm animals. They are also more susceptible to acquiring contagious animal diseases.

- **Keep food and animals separate**

Don't mix food and animals—one of the greatest risks to visitors is contact with manure. Many calves shed Campylobacter (the #1 cause of diarrhea in humans), Cryptosporidia and Salmonella in their manure. If children contact calves and then put their hands in their mouths or handle food, they are at risk of contracting a disease from one of these organisms. Whether you have treats for visitors or they bring their own lunches, the eating areas should be located well away from the animals. Make sure visitors clean their hands with soap and running water before eating. Consider providing food or snacks before visitors have any contact with animals (they should still wash their hands).

- **Consider the age group**

Small children can't keep their hands out of their mouths and probably shouldn't touch the calves. If visitors are allowed to feed or pet calves, have them immediately clean their hands with soap and running water and dry with disposable towels. Sinks should be located low enough for children to use, or a footstool should be provided to allow them access to running water. A communal washtub should not be used. If running water is not available, a waterless hand cleaner or antibacterial handwipe is better than nothing, but the ability of these substances to inactivate disease-causing organisms has not been proven under farm conditions.

- **Keep visitors away from sick animals**

Keep visitors out of freshening pens and cow hospital areas. This common-sense precaution will also help keep visitors away from animal treatment materials such as needles and syringes.

- **Serve only dairy products made from pasteurized milk**

Every year people get sick from the consumption of raw, unpasteurized milk and other dairy products made from raw milk. Young children (under five years of age), pregnant women, the elderly, and persons with weakened or compromised immune systems are especially at risk from these products.

## **Section 2 - Preparing**

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### **Insurance**

Call your insurance agent about your coverage. It is always a good idea to review your policy from time to time. Some companies offer policies for a one-day event. It is a good preventative measure should there be an unforeseen situation.

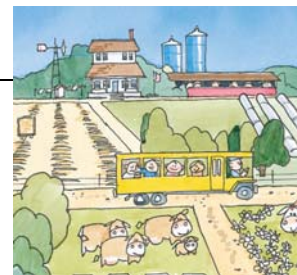
### **Cleanliness**

Make sure your farm is as neat and sanitary as possible for your guests—especially those areas that the guests may be touring. Impressions can last a lifetime. Bathe any animals that will be petted or inspected closely. As a farm tour host, make sure you and others involved in the farm tour wear clean and appropriate attire.

### **Bathroom Facilities**

Inevitably, people will need bathroom facilities. If touring a large group, it might be wise to look into renting a portable toilet for the day. Otherwise, be willing to share your home with others. It also is a good idea to have your guests wash their hands prior to their departure. Have hand sanitizer or wipes available during the tour as well.

## Section 3 - Talking Points



### Farm to Market

*Discuss how you raise your cows from the farm to the market. Go through the life of a cow.*

#### Discussion Questions

- How much does a newborn calf weigh?
- Why are calves in hutches?
- Why and where you pen heifers and for how long?
- How much does an adult cow weigh?
- What do you do with a cow that is too old to produce high-quality milk?
- When and why do you give vaccinations to your herd?
- What goes into the feeding and care of the cows?
- Describe the sanitary measures and regulatory testing that occurs to ensure your herd and its milk is healthy and wholesome.

### Conservation Practices

*The dairy farmer is a conservationist, environmentalist and steward of the land. Dairy farmers care for the land because their livelihood depends on it. Protection of the environment is an integral part of long-term survival and financial success. A farm is a total ecological system with renewable resources, a place where livestock and wildlife can coexist. Take a moment to discuss with your audience what practices you incorporate in your everyday operation to ensure clean water, air and land for your farm.*

#### Topics to Cover

- |                  |                                      |  |
|------------------|--------------------------------------|--|
| ▪ No till        | ▪ Conservation Reserve Program (CRP) | ▪ Comprehensive Nutrient Management Plans (CNMP) |
| ▪ Grazing        | ▪ Lagoon systems                     | ▪ Methane Digesters                              |
| ▪ Reduced-till   | ▪ Manure pits                        | ▪ Other  |
| ▪ Strip-till     | ▪ Buffer strips                      |  |
| ▪ Contour strips |                                      |  |

### The Specifics of Your Operations

*You've cleaned up the barn, removed the hazards along the touring route and have figured out what things you would like the group to see and do ... but what are you going to talk about? Answers to the questions below may help you make your tour more interesting. Don't be afraid to write them on a 3x5 card so you remember to address them on the tour.*

#### Questions To Answer

- How many family members work on your farm?
- How many people do you employ?
- How many acres is your farm?
- Is it a family farm? If so, how long has your family been farming?
- How many cows do you have on this farm?
- How many gallons of milk are produced on your farm per day? (1 gallon of milk = approximately 8.6 pounds)
- How often do you milk your cows and at what times of the day?
- Describe a typical day at your farm.
- How does your day change by season?

## Section 3 - Talking Points

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- How many cows can you milk at one time?
- How long does it take for the milk to get to the tanker?
- Where does the milk from this farm go?
- How do you keep your animals healthy? (Regular vet visits, cleanliness, etc.)
- Follow the milk obtained from your operation – from milking the cow to the milk jug/cheese factory or final destination.
- What breed of cows do you milk?
- What crops do you grow? Are they used for feed?
- What do you feed your cows?
- What systems are in place to ensure your milk is the highest quality possible?
- How do you protect the natural resources on your farm?

### About Cows

*When most consumers think of a dairy cow, they think of Holsteins. Although the Holstein is the most popular breed, there are actually several types of milking cows found in Wisconsin. Here is some basic information on the different cow breeds to share with your audience.*

#### Breeds

**Black-and-White Holstein:** More than 90 percent of all dairy cattle in Wisconsin are black-and-white (B/W) Holstein, thereby making it the state's most popular breed. The Holstein's popularity stems from its ability to produce more milk than any other breed. The breed originated in northern Holland and Friesland. Beef from Holsteins is becoming quite popular due to the increase in demand for lean beef.

**Red-and-White Holstein:** Sharing the same basic description of the B/W Holstein above, the red-and-white (R/W) Holstein has a strong (and growing) niche market but not the current popularity of the B/W breed.

**Guernsey:** Guernseys are called "The Royal Breed" because their milk is almost gold in color. Guernseys were first raised by monks on the Isle of Guernsey. They are a shade of fawn (brownish), either solid or with white markings.

**Brown Swiss:** The Brown Swiss cattle breed is one of the oldest in existence and native to Switzerland. During the summer, the cows are taken to high mountain meadows where they roam free and graze. Brown Swiss still wear cow bells so farmers can find them in foggy mountain pastures. This breed is heavier-boned than other dairy breeds and produces milk with average butterfat content. Brown Swiss vary in color from light brown to dark brown or sometimes gray.

**Ayrshire:** Ayrshires originated in the county of Ayr in Scotland and first came to America in 1822. They are reddish-brown with many spots and are noted for their vigor and efficient milk production.

**Milking Shorthorn:** Milking Shorthorns are from northeastern England and best known for their versatility. They efficiently convert feed to milk but are also very good meat animals. The Milking Shorthorn has short horns and a stocky build. Their color ranges from red to red-and-white to roan color.

**Jersey:** The Jersey cow produces milk very high in butterfat that is desirable for the making of butter. They originated on the Channel Island of Jersey. The Jersey cow tends to be a golden-brown color with a black nose and black hooves. Jerseys are the smallest of all dairy breeds and have large, brown eyes.

## Section 3 - Talking Points

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### Dairy Cow Facts

- Cows did not always look like they do today – or produce as much milk. They used to roam wild, and early humans hunted them for food.
- Later, people began domesticating cows and milking them. People also began to raise calves, which meant they didn't have to hunt for more wild cows.
- Man milking cows is mentioned 44 times in the Old Testament of the Bible.
- Christopher Columbus brought the first dairy cow to America on his second voyage. Early settlers brought dairy cows to Wisconsin.
- Each of the six breeds of dairy cattle – Ayrshire, Brown Swiss, Guernsey, Holstein, Jersey and Milking Shorthorn – developed in its own country.
- Brown Swiss is the oldest breed and developed in the Swiss Alps. During the summer, the cows are taken to high mountain meadows where they roam free and graze. Brown Swiss still wear cow bells so farmers can find them in foggy mountain pastures.
- Guernseys are called “The Royal Breed” because Guernsey milk is almost gold in color. Guernseys were first raised by monks on the Isle of Guernsey. They are a shade of fawn (brownish), either solid or with white markings.
- Jerseys come from the Isle of Jersey, very close to the Isle of Guernsey. Jerseys are the smallest of all dairy breeds, with large brown eyes. They vary in color but are generally brown, sometimes with white markings.
- Ayrshires originated in the county of Ayr in Scotland and first came to America in 1822. They are reddish-brown with many spots and are noted for their vigor and efficient milk production.
- Holsteins (or Holstein Friesian) originated in the Netherlands. Dutch settlers probably brought the first Holstein cattle to America about 1621. More than 90% of all dairy cattle in Wisconsin are Holsteins. Although most Holsteins are black and white, there are some of red-and-white color.
- Milking Shorthorns are from northeastern England and best known for their versatility. They efficiently convert feed to milk but also are very good meat animals.
- Cows have an acute sense of smell – they can smell something up to six miles away.
- An average dairy cow weighs about 1,400 pounds.
- Cows can live to be about 18 years old, but a normal productive life for a Holstein is around six years.
- A newborn calf weighs 90 pounds and can walk on its own one hour after birth.
- Cows spend an average of six hours each day eating and an additional eight hours ruminating and chewing their cud. Most cows chew at least 50 times per minute.
- Cows graze by curling their tongues around grass and pulling rather than nibbling it like a horse does.
- Cows have four stomach compartments and consume about 90 pounds of feed every day. They also drink the equivalent of a bathtub full of water – about 25 to 50 gallons – every day.
- If people ate like cows, they would have to eat about 360 cheeseburgers and drink 400 to 800 glasses of water every day.
- Contrary to popular opinion, cows sleep lying down – just like people!
- A Wisconsin dairy cow produces an average of about eight gallons of milk each day. That's more than 120 eight-ounce glasses of milk.
- There are approximately 340 to 350 squirts in a gallon of milk.
- Wisconsin is home to 1.26 million dairy cows.

## Section 3 - Talking Points

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### Dairy Fun Facts

#### Butter

- Americans eat an average of 5.1 pounds of butter per person each year.
- It takes 21.8 pounds of whole milk to make one pound of butter.

#### Yogurt

- Americans eat an average of 13.5 pounds of yogurt per person every year.

#### Ice Cream

- Per capita ice cream consumption in the U.S. is about 20 pounds per year.
- If all the ice cream eaten in the U.S. annually were put into cones and stacked on top of each other, the stack would be tall enough to reach to the moon and back.
- It takes 12 pounds of whole milk to make one gallon of ice cream.
- Vanilla is still America's favorite ice cream flavor.

#### Cheese

- Americans eat about 350 slices of pizza per second. That's enough to cover more than 90 football fields a day.
- On average, each American eats 33.3 pounds of cheese every year. That adds up to more than a ton of cheese during a lifetime.
- Mozzarella cheese is the biggest-selling cheese variety, followed by Cheddar.
- The tradition of making Swiss cheese in 200-pound wheels began in the Middle Ages when the Swiss government taxed cheesemakers on the number of pieces of cheese they produced – not on the total weight.

#### Milk

- Approximately 6.1 billion half-pints of milk are served through federal school lunch, breakfast and special milk programs every year.
- All cows make white milk, and flavors such as chocolate or strawberry are added at the processing plant. Brown cows are not needed to make chocolate milk, and cows are not fed chocolate to make chocolate milk.

#### Nutrition

- People need three servings of dairy products (milk, cheese or yogurt) every day. One serving of milk is 8 ounces (one cup), 1 1/2 ounces of cheese (a piece about the size of an adult's thumb) or 1 cup of yogurt—flavored or plain.
- Chocolate milk is a great drink after sports practices or events. Teen athletes should drink chocolate milk in place of popular sports drinks—it contains the same great nutrients as white milk and is 90% water for hydrating.
- Milk contains calcium for strong bones and eight other essential nutrients needed to stay healthy: protein, Vitamin A, Vitamin D, Vitamin B-12, potassium, phosphorus, niacin, riboflavin.
- All milk (whole, low-fat, fat-free and flavored) contains the same amount of calcium and other essential nutrients.
- According to government statistics, 9 out of 10 preteen and teen girls, 7 of 10 preteen and teen boys, 9 of 10 adult women, 4 of 10 adult males and 30% of children ages 4-8 don't get the recommended amount of calcium in their diets.

## Section 3 - Talking Points

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### Did You Know?

- Cheese is the number one food craving, even beating out chocolate! When respondents were asked which food gift they would like to receive, 19% of Americans said they want cheese – and only 13% said candy.
- Average American per capita cheese consumption is 33.3 pounds. Our average consumption of cheese has nearly doubled over the last 30 years.
- Cheese helps prevent tooth decay. Firm cheeses, such as Cheddar, are most effective.
- Wisconsin makes more than 600 varieties, types and styles of Wisconsin cheese.
- The outside rinds on cheese are edible (with the exception of waxed cheeses like Gouda and Edam). If you like it, eat it. If you don't, cut it off.
- The average milk production per cow in the United States is 21,345 pounds.
- The natural yellow color of butter comes mainly from beta-carotene found in the grass the cows graze on. The butter-making process concentrates the carotene present in the milk, making the yellow more pronounced.
- Milk is better than water for cooling your mouth after eating spicy food. Milk products contain casein, a protein that cleanses and soothes your burning taste buds.
- Chocolate milk is just as good for you as white milk, because they both have the same great nutritional value.

### History of America's Dairyland

- Wisconsin's first cheesemakers were farm wives who made cheese in their kitchens as a way of storing excess milk. Throughout most of the 1800s, cheesemaking was considered “women's work.”
- In 1841, Mrs. Anne Pickett made cheesemaking history when she established Wisconsin's first “cottage industry” cheese factory using milk from neighbors' cows.
- John J. Smith started Wisconsin's first commercial cheesemaking factory in Sheboygan Falls back in 1858.
- In 1872, Samuel Hoard and other industry leaders formed the Wisconsin Dairymen's Association to provide leadership and direction for Wisconsin's dairy industry.
- Colby cheese was invented in Colby, Wisconsin, in 1874.
- Wisconsin has officially been known as America's Dairyland since the 1930s.
- In 1890, the nation's first dairy school was created at the University of Wisconsin-Madison. It remains the country's top Dairy Science Department.
- Also in 1890, Stephen Babcock of the University of Wisconsin developed the milkfat test that allowed dairymen to determine which cows produced the richest milk – the best for cheesemaking. This test is still used today.
- In 1921, Wisconsin became the first state to establish cheese-grading standards to ensure consistent quality and flavor.
- Today, America's Dairyland produces over 26 billion pounds of milk every year. That's more than 13% of total U.S. production.
- Wisconsin cheesemakers use about 90% of Wisconsin's milk supply to make over 2.6 billion pounds of cheese every year.

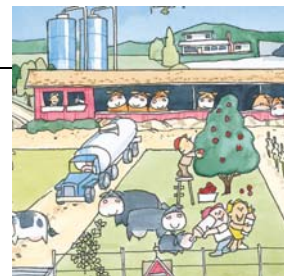
## Section 3 - Talking Points

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### Wisconsin Cheese Facts

- Wisconsin is the No. 1 cheese-producing state in the country, with 25% of the total annual U.S. cheese production.
- Wisconsin's 140 cheese plants produce more than 600 varieties, types and styles of Wisconsin cheese – far more than any other state.
- Wisconsin's cheesemakers produce over 2.6 billion pounds of cheese annually.
- It takes ten pounds of milk to make one pound of cheese.
- Wisconsin has more licensed cheesemakers than any other state.
- Wisconsin has the country's most stringent state standards for cheesemaking and overall dairy product quality.
- Colby cheese was invented in Colby, Wisconsin.
- Wisconsin leads the nation in the production of specialty cheeses, such as Gorgonzola, Gruyere, Asiago, Provolone, Aged Cheddar, Gouda, Blue and many others, accounting for approximately 46% of total specialty cheeses.
- Wisconsin is the only producer of Limburger cheese in the country.
- Brick cheese was invented in Wisconsin. Brick is named for its shape and because cheesemakers originally used bricks to press moisture from the cheese.
- A one-ounce slice of Wisconsin cheese contains about the same amount of protein as an 8-ounce glass of milk.
- Wisconsin has the best-tasting cheeses because of the grass the cows eat. The grass in America's Dairyland is less acidic than in other areas of the country which results in cheese with a milder flavor.

## Section 4 - Tricky Questions/Sticky Situations



### Tricky Questions

Consumers are getting more involved in the issues surrounding farming and food products. Unfortunately, most consumers – and members of the media – also are several generations removed from the farm and may not understand the business of agriculture. As a result, there is a constant buzz of confusing messages circulating about the dairy industry.

While giving your tour, you may encounter a tricky question or even an animal-rights activist. However you respond, tell the truth. Make your answers to the point and as simple as possible. Below are a few questions that have been posed to producers giving tours in the past. Following each question are relevant facts and industry positions that may help you craft answers specific to your dairy operation.

### Questions

#### **Do you use recombinant bovine growth hormone (rbST) and why?**

Not all dairy farmers use rbST as part of their dairy practices. You have the option not to disclose information regarding your use of rbST to your audience. If you do, however, the following information may be helpful to you:

- rbST is one of many dairy management tools that producers can use to increase milk production.
- Natural bovine growth hormone (BGH) is a hormone that is produced by cows.
- While some activist groups are against the use of rbST, the Food & Drug Administration spent years testing the safety of rbST before approving its use.
- Years of research have turned up no credible scientific evidence that BGH, natural or synthetic, is harmful to humans.
- The FDA, World Health Organization, American Medical Association, American Dietetic Association and regulatory agencies in 30 countries agree that the milk from cows supplemented with rbST is the same safe, wholesome product it has always been.

#### **How do I know milk is safe?**

- Milk and dairy products are the most highly regulated, tested and monitored food products in America.
- Every tank of milk shipped from a dairy farm is tested for quality and the presence of potentially harmful residues from animal health products. If government-established tolerance levels are exceeded, the milk is discarded and never reaches the consumer.
- Milk and dairy foods are subject to up to 17 different safety, quality and sanitation inspections, as well as pasteurization, before ever reaching the grocery store.

#### **How do I know that dairy cows are well-cared for?**

- Well-cared for, well-fed, well-bred dairy cows produce the most milk.
- Dairy producers understand the importance of proper animal care practices, such as comfortable housing conditions, nutritious feed, preventative health care programs and sanitary milking procedures.
- Periodic inspections of dairy farms by state and federal regulators also help ensure dairy cow safety and health.

#### **Are these calves being raised for veal?**

- Calves are production animals – not pets – and are being raised specifically to feed people. Male calves won't ever produce milk, so they are of limited use on a dairy farm.
- Calves being raised for veal must be well-fed and well-cared for, just like dairy cows.
- Temperature, ventilation, air quality and pen cleanliness are essential to maintain calf-health.

## Section 4 - Tricky Questions/Sticky Situations

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### **How can you afford all of this expensive equipment when I hear that dairy farmers have no money?**

- Farming is a business, and this equipment is part of the expense of running the business.
- Regardless of the price of milk, these are the tools required to run the business.

### **What do you do with dead cows?**

Producers contract with a rendering service to pick up down or dead cows.

### **Why must cows keep having calves?**

A cow's sole purpose on a dairy farm is to produce milk. Cows must have a calf every year to continue to provide milk and be cost effective and productive to the farmer.

### **What is tail docking and why is it done?**

Tail docking is not a practice used on all farms. If you decide to talk about tail docking as part of a farming practice, here are some facts you can share:

- If tail docking occurs when the calf is very young, which is normally the case, there is no chronic pain associated with the procedure.
- Tail docking is a management practice used for health and safety reasons to keep the cow as clean as possible.
- Some producers believe that tail docking reduces the risk of transmitting harmful contaminants from a cow's tail to employees and equipment during milking and provides a more sterile environment.

### **What do you do with all of that manure – and is it regulated?**

- Dairy farmers work to strictly adhere to provisions of the Clean Water Act (CWA) and other government regulations to ensure that animal waste on farms is properly stored and spread on fields in ways that preserve and protect the environment and maintain and improve soil fertility.
- For years, dairy farmers have been working in partnership with United States Department of Agriculture (USDA), the Environmental Protection Agency (EPA), and state and government officials to develop and implement incentive-based programs that control post-production waste and protect the environment.
- In Wisconsin, dairy farmers are working with the Department of Natural Resources (DNR), the University of Wisconsin, and the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) to develop rules and management practices to protect our natural resources and assure everyone that our dairy farmers are good environmental stewards.

### **Is a free-stall barn healthy for cows?**

- Free-stall barns allow cattle to roam about freely within a well-ventilated barn. The barn has adequate food, water and comfort for the cows. Free-stall barns also offer an optimal way to manage manure.
- There are strict laws and regulations requiring that milk offered for sale be produced by healthy cows, and proper housing conditions are an important part of keeping cows healthy.
- Dairy producers provide healthful housing conditions, nutritious feed and preventative health care programs for their cows because these are all important factors in a successful dairy farm business.
- Dairy farmers continually seek new ways to improve the care of their animals by upgrading their facilities, hiring and training personnel, and implementing the best and most innovative production practices for their cows' health and comfort.
- Periodic inspections of dairy farms by state and federal regulators ensure that dairy cows are provided with healthful housing conditions.

## Section 4 - Tricky Questions/Sticky Situations

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### **Do you grow genetically modified crops and why?**

Not all farmers grow genetically modified crops (GMO) on their farms. If you do and you choose to talk about GMO crop use, the following facts may be helpful.

- Using GMO crops result in less pesticide usage and higher crop yields.
- The United States Department of Agriculture (USDA) and the Environmental Protection Agency (EPA) evaluate—on a case-by-case basis—new GMO crops before they go to market.
- Current science shows that foods made with biotechnology are safe to consume and safe for the environment.

### **What is dehorning and why is it done?**

Dehorning is a practice used on many farms. If you decide to talk about dehorning as part of a farming practice, some facts about dehorning are listed below.

- Dehorning is the removal or stunting of growth of the horns of cattle.
- Horned cattle can cause severe injury to other cattle and pose a danger to operators when in small, confined areas.
- Cattle with horns generally have less value at auction.

## **Sticky Situations**

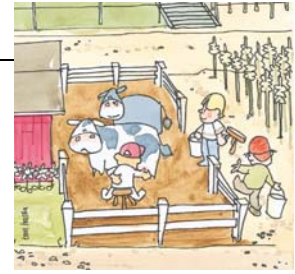
*People are having less and less interaction with agriculture, which contributes to the confusion and mixed messages occurring in the media today. This also has led to an increase in animal-rights activists and others who don't understand production agriculture. If you encounter an activist during your tour, there are a few things you can do to keep the distraction to a minimum.*

### **Activists:**

- **Avoid direct confrontation**  
Conduct business as usual and avoid confrontation. Activists will try to get you to defend your position so they can start a debate. It is best to remain calm and courteous.
- **Monitor the situation**  
If it looks like the activists might block entry or interfere with your event, call the local authorities. Be aware of what they are doing at all times.
- **Provide a response, if necessary**  
If the media is involved, provide a brief statement. Acknowledge the right to have an opinion, then simply state your position as a dairy producer.

*If you have a question regarding an industry position or regarding activists, call the Wisconsin Milk Marketing Board at 1-800-373-9662.*

## Section 5 - Neat Ideas



### FUN THINGS TO DO

*Adding hands-on activities to the farm tour will enhance your guests' experience. Below are some suggestions of things you can do to make the experience a more memorable one for all those involved.*

- **Keep milk tanks full**  
Ask your milk hauler or tanker driver to empty tanks at night or come later in the day, if possible. This gives the guests an opportunity to actually see the milk in the tanks.
- **Collect empty milk jugs**  
Collect empty gallon milk jugs and tie them together with string to demonstrate how much milk is being produced from one cow. This demonstration is great for children who have a hard time visualizing how much milk is produced from one cow.
- **Petting areas**  
Petting areas work great for groups of children. Make sure to only use animals that have gentle dispositions and have the animal in a place where they will not be spooked easily. Keep children and visitors toward the front of the animal to avoid unintentional spooking.
- **Shuck corn**  
Have people shuck corn by hand into a bushel barrel. This exercise gives you a great platform to discuss corn prices, bushel size and why large farm equipment is necessary.
- **Visit the calf hutches**  
Explain why the calves must be weaned from their mothers and why you have chosen to house them in hutches. This is a great time to talk about where the cows go from beginning to end on your operation.
- **Feed the calves**  
Not only are the calves cute, but they provide an opportunity to get people close up and involved in feeding. If it is not feeding time, fill a bottle half full of water and let your guests feed away (note precautions on "Keeping Animals and Visitors Healthy" Section 2, Pg. 4).
- **Have them touch or milk an udder**  
Let the guests feel or milk the udder of a cow. The experience will help them understand that milking does not hurt the cow.
- **Show feed ingredients**  
Describe and show what you feed your cows and what makes up the ingredients. What function does each ingredient serve?
- **Make butter or ice cream**  
If you have the time, have your guests make butter or ice cream. Simple homemade recipes can be found in this kit (see Section 5 - Pg. 2).
- **Hayrides**  
Hayrides are a great way to take attendees around the farm. Load several bales of hay onto a flat wagon (with rails) and take them around to different parts of your farm. Remember to make it clear that misbehavior will not be tolerated. Remind guests that hands and legs belong inside the wagon and guests should remain seated until the wagon comes to a complete stop. Take extra precautions to make sure your hayrides are as safe as possible. Safety must come first!
- **Pictures**  
Allow time for the guests to take photographs or offer to take a group photo.

## Section 5 - Neat Ideas

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### Recipes For Success

#### **HOMEMADE BUTTER**

2 cups cold whipping cream  
1/4 teaspoon salt  
A few drops yellow food coloring (optional)

In a large mixing bowl, beat the cream at medium speed until light and creamy in color and the liquid separates out. This step may take 8-10 minutes. Drain off liquid; rinse butter with cold water. Work butter back and forth with a spatula or rubber scraper to remove more water and buttermilk. Drain well and add salt and food coloring to butter. Beat again to ensure good mixing. Chill (Makes 1/2 pound or 1 cup of butter.)

Freezing Homemade Butter: Butter can be frozen for up to two months.

Using Buttermilk: The liquid drained from the butter may be used in a variety of ways. It can be used as a beverage as is, or mix it with fruit juices for a different flavor. Buttermilk can also be used in making sauces and gravies.

#### **TIN-CAN ICE CREAM**

*Ice cream without an ice cream maker!*

1 cup milk  
1 cup whipping cream  
1/2 cup sugar  
1/2 teaspoon vanilla extract  
Nuts or fruit as desired  
1 egg (optional)  
1 1/2 cups rock salt

Place all ingredients (except rock salt) in a one-pound coffee can and close with a tight-fitting plastic lid. Place can with ingredients inside a ten-pound can with a tight-fitting plastic lid. Pack larger can with crushed ice around the smaller can. Pour at least 3/4 cup of rock salt evenly over the ice. Place lid on ten-pound can. Roll back and forth on a table or cement slab for ten minutes. Open outer can. Remove inner can with ingredients. Remove lid. Use a rubber spatula to stir up mixture. Scrape sides of can. Drain ice water from larger can. Pack with more ice and salt. Roll back and forth for five more minutes. (Makes about 3 cups.)

## Section 6 - Audiences

### Customizing to Your Audience

*Different audiences may require different styles of delivery and information. Each group has a different interest in Wisconsin's dairy industry. Some want to experience farm life, the media wants a good story, and international and college groups may be touring to see and learn something specific about your operation.*



#### **Grades K-8 – Tips For Working With Young Children**

In Wisconsin, 4<sup>th</sup> grade is where many school children first become exposed to the dairy industry. As part of Wisconsin's 4<sup>th</sup> grade curriculum, children study the many industries Wisconsin has to offer, such as dairy farming.

- **Plan ahead with the teacher**

Talk to the teacher well in advance. Ask what the students are learning in school that relates to the dairy industry and what the teacher hopes to gain from the tour. Ask if there are any specific things that the students would like to see. Give the teacher tools to better prepare the students for their tour. Included in this kit are a “Teacher’s Guide” (see Section 6 - Pg. 4) and “Dairy Dictionary” (see Section 6 - Pg. 6). The Dairy Dictionary is a list of vocabulary words relating to dairy that can be photocopied and given out or discussed in class prior to the tour. The Teacher’s Guide will help the teacher prepare the students for what they are about to see and help make the most of their visit. Encourage the teacher to use the vocabulary words in their class spelling unit the week of the tour.

- **Talk in simple terms**

Try to limit your use of industry jargon. If you need to use a word they may not know, define it for them.

- **Keep the tour moving**

Don’t spend too much time in one place. Kids tend to have short attention spans. Keep moving or introducing new things to keep their interest.

- **Use references they can understand**

Telling kids that cows drink approximately a bathtub of water a day means more to them than saying 50 gallons. Use examples to demonstrate quantities when you can.

- **Coordinate a behavior problem plan**

Occasionally children misbehave – this can be dangerous in a farm setting. Make it clear to adults and children that bad behavior will not be tolerated. Speak with the teacher and chaperones so that they know what is expected of them and create a plan of action for dealing with potential behavior problems.

#### **Grades 9-12 – Tips for Touring Teens**

Kids at this age may or may not have been exposed to a dairy farm before. It is very important to find out what the group is hoping to accomplish. Talking to the teacher or point person is the best way to plan. Are the students part of an FFA or agricultural class? Are most students being exposed to farm life for the first time? Knowing what to expect will help you better prepare and plan for your tour.

- **Be prepared for questions**

Kids at this age are very inquisitive. They will typically have more hard-to-answer questions for you. Answer them to the best of your ability in the simplest and most general terms.

- **Keep it moving**

You may get caught up in a number of questions at one particular area of your farm. To keep your tour on schedule, offer to field more questions on the subject individually at the end of the tour.

## Section 6 - Audiences

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- **Use facts and figures**

At this age, kids understand figures and facts. Use your knowledge of the industry to impress. (Look at the Wisconsin Dairy Facts located in the “Talking Points” section of this kit.)

- **Conservation and environmental issues**

High school students tend to have strong opinions about governmental, conservation and environmental issues. Portray the dairy farmer as a steward of the land. Discuss things that you do on your farm to minimize environmental concerns.

- **Food safety, regulations and sanitary measures**

Talk about government regulations and safety inspections. Your audience may not realize all that farmers do to provide healthy and wholesome milk to the consumer.

- **Discuss markets and prices**

Discuss milk pricing and how much you are getting for your milk. How does the price you are getting now compare to that of 5 or 10 years ago?

- **Discuss supply and demand**

Discuss how the supply and demand of milk and milk products affects your business. Cheese consumption is important to Wisconsin, because approximately 90% of Wisconsin raw milk is used to make cheese.

### *College Groups*

Typically, college groups consist of agricultural students coming to your farm with a professor to see something in particular at your operation. Many times these groups are interested in the genetics or breeding of your herd or in the technology or cultural practices being implemented on your farm.

Check with the professor or person in charge and discuss in advance what information the professor wants to cover. They may ask you to pull records on your animals or for specific information such as genetics, AI, costs, etc., that may require ample time to collect or organize.

### *International Groups*

International groups can be tricky. Some groups speak English very well, while others find English challenging at best. Experience with the dairy industry can vary as well. It is best to speak clearly and simply, at least until you get a feel for their level of dairy experience and familiarity with English. Contact with the group organizer in the planning stages can help prepare you so you can get a qualified interpreter if necessary.

### *Local Visitors*

Your local Chamber of Commerce may have a list of farms in your area that are available for farm tours. If you enjoy giving tours, you may want to add your name to the list if you haven't already. School groups, clubs, or curious people often contact the Chamber to find a farm willing to give a tour.

### *Special Events*

There are some occasions where you might be giving a tour as part of a special event, such as World Dairy Expo, Farm Technology Days, June Dairy Month and Ag Day. If you are giving a tour as part of a special event, or to find out how you can become more involved, contact your County Dairy Leader Group. (A list of local County Dairy Leader Group representatives can be obtained by calling the Wisconsin Milk Marketing Board at 800-373-9662.) These events may include specific information, protocol or traditions that your County Dairy Leader Group can help you with.

## Section 6 - Audiences

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### *Media*

There are several different types of media—broadcast media, trade publications, consumer publications and print media. The following are a few things you may want to consider for a media group or tour.

- **The media has no obligation to write a story about your farm tour**  
More pressing news may mean your story never appears. Use the experience of a farm tour to educate the media and create new relationships and opportunities.
- **Don't make the tour too long**  
Most reporters have other stories to cover or deadlines to meet. Keep the tour length to a minimum. Keep your information basic and to the point unless the media person is from the industry and wants more detail.
- **All of the information you give is a matter of interpretation**  
You can't control how people interpret things, so think about the things you are going to talk about on the tour carefully. Most journalists are fair and professional. If there is a mistake in an article or broadcast, ask politely to have it corrected. Keep in mind that although it may be simple to correct a fact, it is not easy to change someone's opinion.
- **Send a thank you note**  
A thank you note adds a nice touch. Thank the reporters for their time, and ask them to contact you if they have any questions or need further information.

## Section 6 - Audiences

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### Teacher's Guide

*Recommended Grade Level: 1-5*

#### **Before the Tour**

Please talk at length with your dairy farm tour host. Your host will be better prepared for your group if you share your goals for the tour and knowledge level of your students.

#### **Communicate to your host**

- Date of the tour
- Time of arrival
- Length of time to be spent on the tour
- Time of departure
- If lunch will be supplied
- Age of students
- What they are learning in class about dairy farming

#### **Please talk to your students prior to the tour**

- Misbehavior will not be tolerated. There are many safety concerns on a farm. Make sure children stay with their groups and do not wander off.
- Students should wear proper attire while on the farm. Dark-colored clothes, old shoes or boots, long pants and a jacket or coat are recommended. Mittens and other seasonal wear should be worn if necessary. The children will be around animals, so older, dark-colored clothes are best.

#### **Goals and objectives of a dairy farm tour**

##### *Goals*

- Introduce students to the dairy industry and farm life
- Show Wisconsin producers as providers of high-quality, nutritious milk products
- Demonstrate the importance of the dairy industry to Wisconsin's economy

##### *Objectives*

- Show life on a dairy farm
- Educate students about the care and management of a dairy herd
- Educate students about milk production and processes

#### **Questions for discussion prior to the dairy farm tour**

- Ask the children if they have ever been on a dairy farm
- Ask the children to share some of their dairy farm experiences
- Ask the children if they have ever been up close to a cow
- Discuss with the children some of the things they might see on a dairy farm
- Talk about dairy producers and what they do
- Talk about milk and where it comes from

#### **Dairy producers help give us safe and nutritious milk because they:**

- Provide a healthy diet for the cows
- Keep cows clean and safe from harm
- Give medical treatments and veterinary care to keep cows healthy
- Follow strict regulations to make sure the milk is safe to drink

## Section 6 - Audiences

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### Discussion starters for after the tour

- What types of things did you see on the dairy farm?
  - Cows, farmer, milk, milking units, bulk tank, etc.
- What do dairy farmers do?
  - Care for the cows, milk the cows, feed the cows, grow crops, etc.
- Does the milk go straight to the grocery store?
  - No. It is tested, pasteurized and processed before ever reaching the consumer's table.
- What types of products are made from milk?
  - Milk, cheese, butter, yogurt, ice cream, whipped cream, sour cream and chocolate milk

### Integrating a dairy farm tour into a curriculum

#### **Nutrition and Health**

- Discuss how dairy products are important for a healthy diet
- Discuss the benefits of calcium
- Name foods that are made with or from milk

#### **Science**

- Explain the digestive system of a cow. Discuss how a cow's digestive system differs from a human's.
- Name the nutrients found in milk and describe their function in the human body

#### **Language Arts**

- Discuss vocabulary words from the Dairy Dictionary page. Have the students use the words in sentences.
- Have the children write summaries about what they learned on the dairy farm.
- Use the vocabulary words from the Dairy Dictionary page as spelling words during your dairy unit.

#### **Social Studies**

- Discuss the differences between a student living in the city and a student living on a dairy farm. What are some of the similarities?
- Talk about the difference between owning a pet and owning a dairy cow.

#### **Mathematics**

- Encourage students to use the Wisconsin Dairy Data booklet to construct math problems to be solved in partners or small groups.
- Have partners create one graph from the information found in the Wisconsin Dairy Data booklet.

*(For more information on dairy or the dairy industry, call the Wisconsin Milk Marketing Board Corporate Office at 1-800-373-9662.)*

## Section 6 - Audiences

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### Dairy Dictionary

**Acre:** A measurement used when speaking of land; one acre is equal to 43,560 square feet

**Alfalfa:** A plant with clover-like leaves and blue flowers; usually planted as food for animals to be used in either dry or wilted form

**Ayrshire:** A reddish-brown-and-white milking cow that originated in Ayr, Scotland

**Bale:** A large amount of hay or straw that is tightly bound with twine or wire and often wrapped in plastic for protection

**Bovine:** Having oxen or cow characteristics

**Brown Swiss:** The oldest breed of milk cow, with an all-over color ranging from light brown to dark brown or sometimes gray; originates from Switzerland

**Calcium:** A nutrient found in milk that helps keep bones and teeth strong

**Calf:** A baby cow

**Combine:** A very large machine that cuts, strips and cleans grain

**Conservation:** Controlled use and protection of the land, water and air

**Cream:** A rich, thick substance that rises to the top when raw milk sets for a period of time. Cream contains at least 18-36 percent milkfat.

**Cud:** Food regurgitated from the first stomach of the cow to the mouth and chewed again

**Curd:** A semi-solid form of cheese that is created when the milk sours or is treated with special proteins

**Dry cow:** A time of rest for a pregnant cow between lactations

**Ear tag:** A tag placed on the cow's ear to help the farmer identify the cow

**Fertilizer:** Materials, like manure, that are spread onto the ground to help plants grow by providing nutrients

**Fresh cow:** A cow that has just given birth and is now producing milk

**Guernsey:** A milking cow that delivers milk with a slight golden color; originally from the Isle of Guernsey in the UK and golden-brown in color with white patches. The milk from Guernsey cows is high in butterfat and protein.

**Harvest:** To pick a crop when it is ripe

**Hay:** A dry form of grass, clover or alfalfa that is fed to cows

**Heifer:** A young cow between the ages of 0-2 that has not yet given birth to a calf

## Section 6 - Audiences

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**Holstein:** A large black-and-white or red-and-white dairy cow, the most popular of all the breeds; originated from Holland.

**Homogenized:** A process where the fat particles are suspended and dispersed throughout the milk, preventing fat from rising to the top. Homogenization ensures that milk has the same consistency and taste.

**Jersey:** A golden-brown milking cow with a black nose and black hooves; originates from Jersey Island in the UK

**Lactation:** A period of milk production in all female mammals

**Manure:** Animal dung that is used primarily as fertilizer

**Milk:** A whitish liquid produced by female mammals containing proteins, fats, lactose, and various vitamins and minerals; used to feed their young or to feed humans. Milk contains at least 3.25 percent milkfat and 8.25 percent nonfat solids.

**Milk Tanker:** The truck that comes to the farm to take the milk to the processing plant

**Milking Shorthorn:** A reddish-brown cow with short horns and a stocky build; traditionally a dual-purpose animals for both dairy and beef production

**Milking Unit:** The machine that collects the milk from the cow's udder

**Nutrient Management:** Manure is a rich nutrient source that is managed and used to fertilize crops.

**Nutrients:** The parts of food necessary for life, health and growth

**Pasteurize:** To heat dairy milk to at least 160°F or above for 15 seconds to destroy bacteria and other harmful substances.

**Pesticide:** A chemical used to kill harmful weeds or insects

**Raw Milk:** Milk that has not yet been pasteurized

**Silage:** Feed that has been fermented and preserved in a silo or bag

**Silo:** A place where silage is kept, typically a tall, cylindrical, concrete structure or underground bunker

**Straw:** Stalks and stems from wheat, rye, oats or barley that are dried and used as feed or bedding

**Teat:** There are four teats on a cow's udder through which milk passes.

**Tillage:** The practice of plowing land for raising crops

**Udder:** The part of the cow's body where milk is produced

**Whey:** The liquid that is left after cheese begins to form from milk

## Section 6 - Audiences

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### Wisconsin Dairy Trivia

- How much milk is produced in Wisconsin every year?
  - Over 26 billion pounds (26.117)
- Wisconsin produces how many pounds of cheese per year?
  - Over 2.6 billion pounds (2.637)
- How many varieties, types and styles of cheese are produced in Wisconsin?
  - More than 600
- Wisconsin's dairy industry means how much per year to the state's economy?
  - \$26.5 billion
- How many people work directly or indirectly with Wisconsin's dairy industry?
  - Nearly 146,000
- True or false: Dane County is one of the top five milk-producing counties in Wisconsin.
  - True
- Wisconsin produces what percent of the nation's total milk supply?
  - 13%
- What percent of Wisconsin's milk supply is used to make cheese?
  - Approximately 90%
- Wisconsin produces what percent of the nation's cheese?
  - 25%
- What percentage of Wisconsin cheese is sold outside the state's borders?
  - 90%
- On average, Americans eat how many pounds of cheese per person every year?
  - Over 33 pounds (33.3)
- Wisconsin is home to how many cheese manufacturing plants?
  - 140

## Section 6 - Audiences

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### Who Wants to be a Dairy Cow Trivia Contest

#### \$100 question

Milk comes from:

- A. Cows\*
- B. Bulls
- C. Steers
- D. Elves

#### \$500 question

Which of the following is not one of the main dairy cattle breeds:

- A. Brown Swiss
- B. Green Norwegian\*
- C. Holstein
- D. Guernsey

#### \$1,000 question

Dairy cows came to America with:

- A. Elvis Presley
- B. Ponce de Leon
- C. Regis Philbin
- D. Christopher Columbus\*

#### \$5,000 question

Cows like to graze on:

- A. Celery
- B. Cheese
- C. Junk food
- D. Grass\*

#### \$10,000 question

The cow's organ in which the milk collects is called the:

- A. Jug
- B. Carton
- C. Udder\*
- D. Liver

#### \$50,000 question

Cows sleep:

- A. Standing up
- B. Lying down\*
- C. Kneeling
- D. In bunk beds

#### \$100,000 question

Cows spend an average of six hours a day:

- A. Sleeping
- B. Playing chess
- C. Eating\*
- D. Staring

#### \$500,000 question

Cows are also known as:

- A. Canines
- B. Felines
- C. Bovines\*
- D. Equines

#### \$750,000 question

Cowtown Days is celebrated in which Wisconsin town:

- A. New Richmond
- B. New Holstein\*
- C. Cowfield
- D. Deerfield

#### \$1,000,000 question

A dairy cow consumes this much feed every day:

- A. 45 pounds
- B. 90 pounds\*
- C. 180 pounds
- D. 360 pounds

*\*Denotes correct answer*

*Please note: This game is **not** played for real money; it is for entertainment purposes only.*