



Kentucky Dairy Development Council

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www.kydairy.org



KDDC Foundational Programs:

The Kentucky Dairy Improvement Program, (KDIP)

- Incorporates regional dairy consultants to provide one-on-one interaction with dairy farmers
- Provide resources and services to improve profitability
- Offer programs to assist in dairy farming sustainability
- Educational tools to increase competitiveness
- Enhance dairy farm family quality of life

Market Incentive Leadership for Kentucky Program, (MILK)

- Collaborative Partnership with KY's Milk Marketing and buying organizations.
- Increasing local supplies keeps money in Kentucky. Milk Coops estimate it cost farmers \$1.50 - \$2.00/CWT to supply the Southeast milk deficit area.
- Challenges KY dairy farmers to increase production of top quality milk by offering incentives
- Participation in DHIA and financial business records are required
- Quarterly Incentive premiums are paid directly to dairy farmers that meet qualifiers.
- Premium of up to \$15,000 per farm per year

Young Dairy Producer Initiative

- Prepares Kentucky's young dairy farmers and those desiring to be for leaders of tomorrow
- Education in dairy production and financial business skill.
- Provides opportunities for networking with other young producers and agri-business people
- Offers dairy farm and national event tour to enhance the experience and expand exposure.

KY Dairy Promotion

- Kentucky Kate
- June Dairy Month Statewide Promotion
- Dairy Night at the Lexington Legends and Bowling Green Hot Rods
- KY State Fair
- Sponsorship at North American International Livestock Expo
- Flagship Sponsor of the KY Dairy Partners State-Wide Conference

UK/KDDC Milk Counts Program

- Targeted program to work one-on-one with dairy producers to lower Somatic Cell Counts
- Includes farm evaluation of practices
- Provides proven recommendations to establish BMP and SOP
- Proven success on all farms that incorporated recommendations

KENTUCKY Milk Matters



KDDC Media Kit

The official publication of the Kentucky Dairy Development Council is used bimonthly to connect with dairy farmers, allied industries, and advisory supporters in Kentucky and 26 other states.

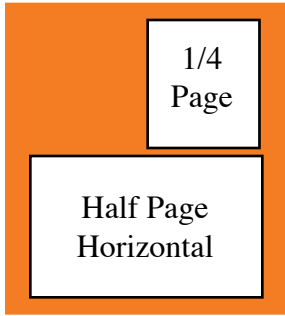
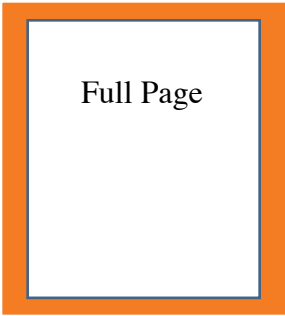
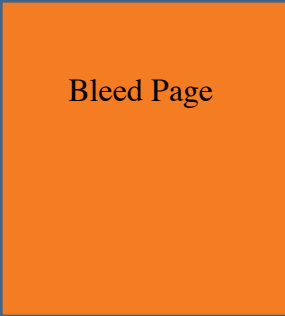
Advertising Rates

Ad Size	BW / C – 1X	BW / C – 3X	BW / C – 6X
Full Page	\$350/400	\$325/\$375	\$300/\$340
1/2 Page	\$265/\$325	\$235/\$295	\$225/\$275
1/4 Page	\$175/\$225	\$157/\$202	\$148/\$191
Business Card	\$90/110	\$81/99	\$76/\$93

Ad Size Specifications

- Bleed Page.....8.75 x 11.25
- Full Page.....7.5 x 10
- Half Page Horizontal.....7.5 x 4.875
- Half Page Vertical.....3.625 x 10
- 1/4 Page3.625 x 4.875
- Business Card.....3.625 x 2.3

- Premium Positions priced according to availability including inside front & back cover and 1/2 page on the back cover.
- Call for Closing Dates.
- Ad design services available upon request.
- Website advertising on www.kydairy.org available. Call for more information.



Yearly Membership Sponsor Level Benefits



- Platinum - \$1,500+**
- KDDC Website Homepage Top Banner Ad and organization link
 - One-time full page black/white advertisement in KDDC Annual Report
 - Name recognition in KDDC Milk Matters Newsletter
 - Free booth space at KY Dairy Partners Meeting, includes one lunch ticket
 - Voting Member of KDDC

- Gold - \$1,000**
- KDDC Website Homepage Banner Ad and organization link
 - One-time 1/2 page black/white advertisement in KDDC Annual Report
 - Name recognition in KDDC Milk Matters Newsletter
 - \$100 discount on booth space at KY Dairy Partners Meeting, includes one lunch ticket
 - Voting Member of KDDC

- Silver - \$500**
- KDDC Website Banner Ad and organization link
 - One-time 1/4 page black/white advertisement in KDDC Annual Report
 - Name recognition in KDDC Milk Matters Newsletter
 - Voting Member of KDDC

- Bronze - \$250**
- KDDC Website organization link
 - One-time black/white business card ad in KDDC Annual Report
 - Name recognition in KDDC Milk Matters Newsletter
 - Voting Member of KDDC

- KDDC Friend - \$25+**
- Receive KDDC Milk Matters Newsletter
 - Name recognition in KDDC Annual Report



WHY ADVERTISE IN THE KENTUCKY MILK MATTERS NEWSLETTER?



- It is the ONLY publication that goes directly to ALL KY DAIRY FARMERS
- KY has more permitted dairy farms than any other state in the Southeast
- It goes directly to the decision makers on all KY dairy farms
- Over 1,400 KDDC Milk Matters Newsletters are distributed to:
 - Allied Industries and field staff
 - UK Cooperative Extension
 - KY Congressional Delegation
 - KY State Legislators
- Dairy suppliers
- Milk haulers
- Gov. agencies
- The Newsletter is available through email and KDDC Website
- The Milk Matters provides up-to-date news and information on production, industry and dairy policy
- Dairy farming is a vital economic industry in many communities across the state
- Promotes KY dairy farmers and dairy products
- Every farm gate dollar produced by dairy is multiplied by 2.56 as an economic generator to KY communities
- The average dairy cow generates nearly \$14,000 in economic ripple effect