



Newsletter + Social Media Content

Dairy

Instructions

Please adapt and use the verbiage, logos, and images included below for your newsletter, staff announcements, menus, social media posts, etc. To use the verbiage below, please copy and paste the desired language into your document or social media platform. Be sure to add your site-specific information in the sections with {brackets}. The Montana Harvest of the Month logos and illustrations are included for your use as well. For more information, additional guides and resources, or to download logos and illustrations visit <https://mtharvestofthemoth.org>. Registered sites can download all materials on the Harvest of the Month Online Portal.

Announcement/Newsletter Verbiage

July Harvest of the Month: Dairy

All dairy products are derived from mammal milk. Although milk most commonly comes from cows, Montana also has goat and sheep milk producers. People also consume milk from different animals including donkeys, horses, oxen, buffaloes, and camels. In 2015, Montana was home to approximately 13,000 dairy cows on nearly 65 dairy farms. The average herd size was about 210 cows in Montana.

Milk is very versatile and can be used to produce a variety of dairy products, most commonly milk, yogurt, and cheese. These foods provide essential nutrients that may contribute to good health. Dairy products are rich in calcium, potassium, protein, and are often fortified with vitamin D. Not many foods contain vitamin D as our bodies are designed to produce it with the help of sunlight. Vitamin D serves to promote calcium absorption and bone growth. Calcium is necessary to maintain healthy bones and to carry out other body functions.

This month, dairy {specify what product} from {INSERT TOWN OR FARM HERE IF MONTANA/LOCALLY GROWN} will be featured for {INSERT MEAL} on {INSERT DAY}! Students can vote if they “Tried it, Liked it, or Loved it” after trying the Harvest of the Month item in the {INSERT LOCATION OF VOTING, *remove this section if you are not conducting a voting or a taste-test*}.

Social Media Posts

Suggestions for Social Media Posts: Dairy

Did you know dairy products do not only come from cows, but donkeys, horses, oxen, buffaloes, and even camels? Learn more about this month’s delicious #MTHarvestoftheMonth at: <http://bit.ly/mthomdairy>

Which Dairy product is your favorite? Milk, yogurt, cheese, ice cream, or other products? Either way, delicious! Check out this month's #MTHarvestoftheMonth at: <http://bit.ly/mthomdairy>

This month's #MTHarvestoftheMonth is going to be legen-dairy! Dairy products are packed with essential nutrients like calcium, potassium, and protein? Find more dairy fun facts and cooking tips at: <http://bit.ly/mthomdairy>

Dairy products a delicious in a variety of ways! Check out this month's #MTHarvestoftheMonth for more information and cooking tips at: <http://bit.ly/mthomdairy>

Say cheese! Did you know this month's #MTHarvestoftheMonth is dairy, which include foods like milk, yogurt, cheese, and other delicious products. Find more dairy fun facts and cooking tips at: <http://bit.ly/mthomdairy>

Did you know there are several different dairy cattle breeds in the United States including Holstein, Ayrshire, Brown Swiss, Milking Shorthorn, Guernsey, and Jersey? Learn more about this month's nutritious and delicious #MTHarvestoftheMonth at: <http://bit.ly/mthomdairy>

Logos and Illustrations

The logos and illustrations included below are also available for registered sites to download on the Harvest of the Month Online Portal. To use the images from this document, copy and paste the images from this document to your document.



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The Montana Harvest of the Month program showcases Montana grown foods in Montana communities. This program is a collaboration between Montana Farm to School, Office of Public Instruction, Montana Team Nutrition Program, National Center for Appropriate Technology, Montana State University Extension, Gallatin Valley Farm to School, FoodCorps Montana, and Montana Department of Agriculture. More information and resources are available at: <https://mtharvestofthemoth.org>.

Funds were provided in part by USDA Team Nutrition Training grants, USDA funds, USDA Farm to School grants, Montana Healthcare Foundation, Northern Pulse Growers Association, Montana Department of Public Health and Human Services, Montana School Nutrition Association, Montana Department of Agriculture Specialty Crop Block Grant, Montana Grains Foundation, Dairy MAX, Montana Pulse Crop Committee, Montana Wheat and Barley Committee. This institution is an equal opportunity provider and employer. The Montana State University Extension Service is an ADA/EO/AA/Veteran's Preference Employer and Provider of Educational Outreach.