2022 CO-OP COMMUNICATIONS CONTEST
FARMER COMMUNICATOR OF THE YEAR

2022

Melvin Medeiros
Medeiros Holsteins
Laton, California

Nominated by
Dairy Farmers of America
Judges

Jenny Martin
Filament

Scott Wallin
Dairy Management Inc.

Megan Bykowski
S/B Strategic Marketing
Participating Co-ops

- Agri-Mark
- AMPI
- DFA Dairy Farmers of America
- DARIGOLD
- FARM FIRST Dairy Cooperative
- Land O'Lakes Inc.
- Maryland & Virginia Milk Producers Cooperative Association
- MMPA
- Prairie Farms
- Southeast Milk Inc.
- Tillamook Since 1960
- UDA
- Upstate Niagara Cooperative, Inc.
Publications
Half & Half Spring and Summer 2022
Dairy Farmers of America
DFA Communications Team
Dairymen’s Digest
Associated Milk Producers Inc.
AMPI Communications Team - Sarah Schmidt & Nickie Sabo
Member/Employee Newsletter

Third Place

Milkline Employee Newsletter
United Dairymen of Arizona
Roxy Helman
Cheddar Chatter Employee Newsletter
Tillamook
TCCA Corporate Communications
thescoop Spring and Summer 2022
Dairy Farmers of America
DFA Communications Department
Our Proud Legacy - NDA/Darigold 2021-2022 Annual Report

Darigold

Chris Arnold, Klein & Klein Consulting, Anita Williams Graphic Design, Darigold Finance Team
2021 Annual Report: An Unprecedented Year of Growth

Maryland & Virginia Milk Producers Cooperative Association

MDVA Communications Team
Cover of the Spring 2022 Issue of Half & Half Magazine
Dairy Farmers of America
DFA Communications Department

Cover Design
Second Place
AMPI Stewardship Report
Associated Milk Producers Inc.
AMPI Communications Team - Sarah Schmidt & Nickie Sabo
Photography

Third Place

Family Photo
Maryland & Virginia Milk Producers Cooperative Association
MDVA Communications Team and ALH wordandimage
"Feeding Dandelions" in the fall 2022 issue of Half & Half magazine
Dairy Farmers of America
Shaun Cloud
Prairie Farms Painted Canyon
Prairie Farms
Prairie Farms Marketing Team
Best of Show: Publications

Annual Report:

2021 Annual Report
Tillamook
TCCA Corporate Communications
Writing
Baby Formula Shortage Spotlights the Value of Real Dairy

Farm First Dairy Cooperative

Julie Sweney
Milk Minute: Bringing Superior Dairy’s Experiences to MMPA
Michigan Milk Producers Association
Brad Parks
Milk Minute: Taking Charge of Change
Michigan Milk Producers Association
Doug Chapin
Feature Story

Third Place

A Commitment to Quality
Tillamook
Chandra Allen
From Cow to Curd to Counter
FarmFirst Dairy Cooperative
Julie Sweney
Perfect Pairing - The Link Between Compost & Milk
Maryland & Virginia Milk Producers Cooperative Association
MDVA Communications Team
Scientist "confident" U.S. dairy will mitigate methane emissions

Darigold

Tafline Laylin
Sharing Our Stewardship Story
Associated Milk Producers Inc.
*AMPI Communications Team*
Manure Injection Adding Value for Farms Large and Small
Maryland & Virginia Milk Producers Cooperative Association
MDVA Communications Team
Dairy Farmers of America and its regional brands taking action to ensure families in need have milk

Dairy Farmers of America
Kim O’Brien
Cabot Earns Four Best of Class Honors at World Championship Cheese Contest

Agri-Mark

Amber Sheridan
Darigold breaks ground on new production facility in Pasco, Wash.

Darigold

Chris Arnold
Best of Show: Writing

Feature Story:

Perfect Pairing - The Link Between Compost & Milk
Maryland & Virginia Milk Producers Cooperative Association
MDVA Communications Team
Special Projects
Cultivating Dairy Goodness at Maryland & Virginia
Maryland & Virginia Milk Producers Cooperative Association
MDVA Communications Team
Too hot? Dairy Farmers of America helps cool things down with milk

Dairy Farmers of America
DFA Communications Department
We are Cabot
Agri-Mark
Cabot Marketing Team
On the path to greenhouse gas neutrality
Darigold
Tafline Laylin and Axios
Did You Know? Cow Care Video
Tillamook
Tillamook Stewardship, Communications and Marketing teams
Land O’Lakes Front Door
Land O’Lakes, Inc.
*Land O’Lakes, Inc. Communications, IT and HR Teams*
Website

Second Place

UDA’s Rebranded Website
United Dairymen of Arizona
Roxy Helman and Resound Creative

UNITED IN EXCELLENCE
Arizona’s original dairy co-op built by Arizona dairy families.

MOOVING FORWARD SINCE 1960
Providing the world with the highest quality dairy ingredients possible.
Our milk comes from the best Arizona cows on the best Arizona farms, and is refined using state-of-the-art processing facilities evaluated under industry-leading certification standards.
Together with our cows, our farmers, our team, and our community, we are united in excellence.

Learn More
The American Connection Project
Land O’Lakes, Inc.
Land O’Lakes Communications and Brand Marketing Teams
Campaign

Third Place

National Butter Day Campaign
Associated Milk Producers Inc.
AMPI Communications Team

CAMPAIGN DESCRIPTION

Objective: AMPI's Diner Bell Creamery established the annual National Butter Day to celebrate this simple and delicious food.

Our research found Wikipedia lists National Butter Day as Oct. 25. However, Wikipedia doesn't reference or link to any other sites and no other sites listed Oct. 25 as National Butter Day. The unofficial keeper of national days in NationalDayLady.com, who did not yet have a better day registered.

We reached out and began the process.

Since National Butter Day was not an established day, taking the initiative to do so gave Diner Bell the opportunity to "own the milestone" of this event.

Purpose: We want butter lovers to:
  - Share their love of butter — whether it’s the reason they love butter or how they use butter.
  - Tag their butter or recipe photos and videos with NationalButterDay.
  - Follow @dinerbellcreamy on social media channels to enter a contest to win butter for a year.
  - Buy more butter.
Dairy Farmers Of America Shows Consumers How Dairy Can Help The Planet

Dairy Farmers of America

DFA Communications Department
June (Extraordin)Dairy Month Campaign
Prairie Farms
The Prairie Farms Marketing Team
2022 Social Responsibility Report
Dairy Farmers of America
DFA Communications Department
AMPI Stewardship Report
Associated Milk Producers Inc.
AMPI Communications Team - Sarah Schmidt & Nickie Sabo
Best of Show: Special Projects

Advertising:
We are Cabot
Agri-Mark
Cabot Marketing Team
COMMUNICATOR OF THE YEAR