

2024 NMPF COOPERATIVE COMMUNICATIONS CONTEST

AWARD WINNING ENTRIES



Publications

Member Publications

First Place - **Creamery Scenery**

Chandra Allen, Tillamook County Creamery Association

Second Place - **Dairymen's Digest**

AMPI Communications Team, Associated Milk Producers Inc.

Third Place - **MilkLine Member Newsletter**

Sarah Sarbacker, FarmFirst Dairy Cooperative

Employee Publication

First Place - **thescoop June 2024**

DFA Communications and Marketing Department, Dairy Farmers of America

Second Place - **Quarterly Cheddar Chatter**

Hannah Brown and Chandra Allen, Tillamook County Creamery Association

E-Newsletter

First Place - **In the Know**

AMPI Communications Team, Associated Milk Producers Inc.

Second Place - **The Member Line**

MDVA Communications Team, Maryland & Virginia Milk Producers

Annual Report

First Place - **Upstate Niagara Cooperative 2023 Annual Report**

Upstate Niagara Communications Team, Upstate Niagara Cooperative

Second Place - **Land O'Lakes, Inc. 2023 Annual Report**

Land O'Lakes Communications & Design Studio, Land O'Lakes, Inc.

Third Place - **2023 TCCA Annual Report**

TCCA Corporate Communications, Tillamook County Creamery Association

Single Issue/Special Purpose Publication

First Place - **MDVA 2024 Calendar**

MDVA Communications Team, Maryland & Virginia Milk Producers

Second Place - **2023 Community Impact**

Land O'Lakes Communications & Design Studio, Land O'Lakes, Inc.

Third Place - **Social Responsibility Report**

DFA Communications and Marketing Department, Dairy Farmers of America

BEST OF SHOW - **Upstate Niagara Cooperative 2023 Annual Report**

Upstate Niagara Communications Team, Upstate Niagara Cooperative

Writing

Informative Feature

First Place - **Going high-tech to fight food waste**

Michelle Ngo, Land O'Lakes, Inc.

Second Place - **A forecast in our favor**

AMPI Communications Team, Associated Milk Producers Inc.

Third Place - **State ag leaders learn about the pioneering work of our Purina Animal Nutrition Center**

Abby Duininck, Land O'Lakes, Inc.

Profile Feature

First Place - **R-Homestead Holsteins**

Prairie Farms Marketing Team, Prairie Farms Dairy

Second Place - **A Farmer's Legacy of Environmental Stewardship**

MDVA Communications Team, Maryland & Virginia Milk Producers

Third Place - **How We're Changing the Face of Ag**
Michelle Ngo, Land O'Lakes, Inc.

Editorial

First Place - **Support One True Milk**
Sarah Sarbacker, FarmFirst Dairy Cooperative

Second Place - **Dairy's Important Role in Nourishing the World by Dennis Rodenbaugh**
DFA Communications and Marketing Department, Dairy Farmers of America

Third Place - When it comes to rural America, brands have the power to shape the future
Heather Malenshek and Joseph Lindberg, Land O'Lakes, Inc.

News Story

First Place - **Farm to School: Delivering Sustainable Milk to Schools on World School Milk Day**
MDVA Communications Team, Maryland & Virginia Milk Producers

Second Place - **Hurliman Farms Recognized as 2023 Producer of the Year**
Chandra Allen, Tillamook County Creamery Association

News Release

First Place - **Michigan Milk Producers Association partners with well-known, international brand Amul**
MMPA Communications Team, Michigan Milk Producers Association

Second Place - **Jay Bryant to retire as MDVA CEO, Jon Cowell Named Successor**
MDVA Communications Team, Maryland & Virginia Milk Producers

Third Place - **FarmFirst Advocates for Overweight Transport Permits for Fluid Milk**
Sarah Sarbacker, FarmFirst Dairy Cooperative

BEST OF SHOW - R-Homestead Holsteins
Prairie Farms Marketing Team, Prairie Farms Dairy

Graphics

Portrait Photography

First Place – **R-Homestead Holsteins**

The Prairie Farms Marketing Team, Prairie Farms Dairy

Second Place - **Ty Etgen of Etgen-Way**

DFA Communications and Marketing Department, Dairy Farmers of America

Third Place - **Proud Stewards of Their Dairy Legacy**

MDVA Communications Team, Maryland & Virginia Milk Producers

Scenic Photography

First Place - **Dairy Fountain at Sunset**

DFA Communications and Marketing Department, Dairy Farmers of America

Second Place - **Demonstrating Environmental Stewardship**

MDVA Communications Team, Maryland & Virginia Milk Producers

Third Place - **Cozy Nook Farm**

The Prairie Farms Marketing Team, Prairie Farms Dairy

Smartphone Photography

First Place - **Old Glory Guernsey**

The Prairie Farms Marketing Team, Prairie Farms Dairy

Second Place - **All Together Better**

MDVA Communications Team, Maryland & Virginia Milk Producers

Infographics, Illustration and Graphic Art

First Place - **Stories from the Farm: Calf Donut**

Farm Services, Tillamook County Creamery Association

Second Place - **Stories from The Farm: Farmer Donut**

Farm Services, Tillamook County Creamery Association

Third Place - **Summertime at Prairie Farms**

The Prairie Farms Marketing Team, Prairie Farms Dairy

Cover Design

First Place - **Hello Philadelphia!**

MDVA Communications Team, Maryland & Virginia Milk Producers

Second Place - **Milk Messenger: January/February 2024**

MMPA Communications Team, Michigan Milk Producers Association

BEST OF SHOW - **Dairy Fountain at Sunset**

DFA Communications and Marketing Department, Dairy Farmers of America

Special Projects

Advertisement

First Place - **Prairie Farms New Lactose-Free Products**

Prairie Farms Marketing Team, Prairie Farms Dairy

Second Place – **National Frozen and Refrigerated Foods Association Ad**

DFA Communications and Marketing Department, Dairy Farmers of America

Third Place – **Dinner Bell Creamery Radio Ad**

AMPI Communications Team, Associated Milk Producers Inc.

Promotional Video

First Place - **Lactose-Free Party**

The Prairie Farms Marketing Team, Prairie Farms Dairy

Second Place - **The Dinner Bell Creamery Story**

AMPI Communications Team, Associated Milk Producers Inc.

Third Place - **Farm Services Video**

DFA Communications and Marketing Department, Dairy Farmers of America

Documentary Video

First Place - **Rural Is Incredible**

Land O'Lakes Enterprise Activation Team + Human Design, Land O'Lakes, Inc.

Second Place - **Remrod - Meet the Cows**

The Prairie Farms Marketing Team, Prairie Farms Dairy

Third Place - **How One Dairy Farm Family Overcame Odds After Premature Birth**

MDVA Communications Team, Maryland & Virginia Milk Producers

Website

First Place - **AMPI.com**

AMPI Communications Team, Associated Milk Producers Inc.

Second Place - **FarmFirst Dairy Cooperative Website**

Sarah Sarbacker, FarmFirst Dairy Cooperative

Campaign

First Place - **Farmer Fridays**

AMPI Communications Team, Associated Milk Producers Inc.

Second Place - **Consumer Sustainability**

DFA Communications and Marketing Department, Dairy Farmers of America

Third Place - **Stories from The Farm**

Farm Services, Tillamook County Creamery Association

BEST OF SHOW - Rural Is Incredible

Land O'Lakes Enterprise Activation Team + Human Design, Land O'Lakes, Inc.