

Governor Brownback Proclaims June as Dairy Month

Promoting the state's dairy industry took center stage today as Governor Sam Brownback proclaimed June as Dairy Month in Kansas.

The dairy industry in Kansas is a crucial component to the state's agricultural industry. Over the past five years, the Kansas dairy industry has increased milk production by 25 percent, 5.6 percent of that surge occurring last year alone. This is the second largest increase of milk production out of any state in the nation. Today, the total value of milk produced in Kansas exceeds \$540 million and continues to grow.

"Kansas is the new dairy frontier. The Kansas Department of Agriculture is committed to supporting the hard working Kansas farm families who devote their lives to producing healthy dairy products 365 days a year but Dairy Month gives us a special opportunity to highlight their contribution to Kansas agriculture," said Kansas Secretary of Agriculture Dale Rodman. "From the large dairies with thousands of cows to a small dairy that milks just a few cows, every dairy farmer in Kansas plays an important role in this growing sector of our state's largest industry."

In celebration of Dairy Month, numerous events were held throughout Kansas and the Midwest to educate citizens about the importance of dairy both economically and nutritionally.

Kansas Dairy Month Events included:

- June 1 – Basehor Dairy Day, Basehor, Kan.
- June 8 – Deanna Rose Dairy Day, Deanna Rose Children's Farmstead, Overland Park, Kan.
- June 9 – Dairy Farmer Appreciation Night at the KC T-Bones, Community America Ballpark, Kansas City, Kan.
- June 22 – June Dairy Month Celebration, Hildebrand Farms Dairy, Junction City, Kan.

The Kansas Department of Agriculture participated in Dairy Month activities by utilizing social media to promote the occasion. The department significantly increased its social media reach over the course of the month through its increased outreach activities.