

Tennessee Celebrates Local Dairy Farm Families with New Statewide Campaign

Launches "From Our Farm to Your Family," honoring the people and communities making an impact on local dairy industry

ATLANTA, GA, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- [The Dairy Alliance](#), a nonprofit organization funded by dairy farm families in the Southeast, in partnership with



Tennessee's dairy industry, is launching the From Our Farm to Your Family campaign, a statewide initiative celebrating the people, families and communities dedicated to providing dairy for their neighbors in the Volunteer State. The campaign kicks off this August and highlights how choosing Tennessee dairy products supports local farmers, strengthens rural economies, preserves agricultural traditions and helps secure the future of dairy farming across the state.

For generations, Tennessee dairy farms have been more than places where milk is produced. They are family homes where children learn the values of hard work, responsibility and stewardship. They are businesses built through early mornings, late nights and an unwavering commitment to providing wholesome dairy products for neighbors and communities. Today, those farm families continue that legacy while relying on the support of consumers who choose Tennessee dairy products.

"Tennessee's dairy industry has always been rooted in community," said Farrah Newberry, Chief Executive Officer for The Dairy Alliance. "The From Our Farm to Your Family campaign is about sharing the stories behind Tennessee dairy farm families and celebrating the important role consumers play in helping keep those farms strong."

Through farm family stories, community partnerships, educational outreach and consumer engagement, the campaign will strengthen the connection between Tennessee consumers and the dairy farmers who provide fresh, local dairy products across the state.

Among the featured farms is Lee Family Farm, a fifth-generation dairy operation that reflects the dedication and resilience that have defined Tennessee dairy for more than a century. For Steve

Lee, dairy farming is more than a profession, it's a family legacy.

"This is a family-run business, and I've been here my whole life," said Lee. "I love it, and I want to pass it down to my boys so they can continue serving our community."

Every day on the farm represents a connection between generations, preserving not only a business, but a way of life that has long been a cornerstone of Tennessee's rural communities.

The campaign also spotlights Sweetwater Valley Farm, where dairy farming extends beyond the pasture and into the community. Its Seed to Sandwich Café offers visitors grilled cheese sandwiches made with the farm's artisan cheeses, hand-spun milkshakes and educational tours that provide an inside look at modern dairy farming and cheesemaking.

"Our Seed to Sandwich Café was created to serve the community, and the community has supported us every step of the way," representatives from Sweetwater Valley Farm shared. "We're thankful for every customer who walks through our doors."

Together, farms like Lee Family Farm and Sweetwater Valley Farm demonstrate how Tennessee dairy farmers continue to innovate while remaining rooted in the values that have sustained their communities for generations. Every purchase of Tennessee dairy products helps support family farms, local businesses, agricultural jobs and rural economies across the state.

"The future of dairy farming depends on maintaining strong connections between consumers, communities and the dairy farm families who produce their food," said Newberry. "When Tennesseans choose local dairy products, they help preserve a way of life that has shaped the state for generations."

Consumers are encouraged to look for Tennessee dairy products in stores, visit local dairy destinations and learn more about the farm families helping Tennessee agriculture thrive.

To learn more about The Dairy Alliance, visit thedairyalliance.com or @TheDairyAlliance on Facebook or Instagram.

About The Dairy Alliance

The Dairy Alliance is a nonprofit funded by dairy farm families of the Southeast. We work diligently with dairy farmers, schools, sports teams, health professionals, local organizations, state leaders, the media, and the public to promote dairy foods and knowledge about the dairy industry. Our efforts center in eight states: Alabama, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia.

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