

The Dairy Alliance Brings Local Dairy Farm Stories to the Tennessee State Fair

The "From Our Farm to Your Family" campaign comes to life at fair through interactive booth.

LEBANON, TN, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [The Dairy Alliance](#), a nonprofit organization funded by dairy farm families in the Southeast, is bringing its "From Our

Farm to Your Family" campaign to the Tennessee State Fair, giving fairgoers an opportunity to connect with the people and stories behind three Tennessee dairy farms- Lee Family Farm, Sweetwater Valley Farm, and Davis Brothers Dairy. Attendees can visit the Dairy Alliance's interactive booth to experience the stories of these Tennessee dairy farms, learning about their daily work and discovering how these farmers contribute to their communities.



The immersive booth will feature a virtual reality experience that takes visitors inside the featured Tennessee farms, along with a "Chill Like a Cow" display, interactive trivia, and "From Our Farm to Your Family" campaign swag.

The Tennessee State Fair is taking place at the James E. Ward Agricultural Center (Wilson County Fairgrounds) in Lebanon, Tennessee.

"We are delighted to spotlight dairy farm families at this year's Tennessee State Fair," said Farrah Newberry, Chief Executive Officer for The Dairy Alliance. "These families play a vital role in the communities they serve, from providing nutritious dairy foods and creating local jobs to supporting community organizations and opening their farms to consumers. They make meaningful contributions to Tennessee and its residents every day."

In addition to the Dairy Alliance interactive booth, guests can enjoy Sweetwater Valley Farm cheese at the Pick TN Products Display, giving visitors an opportunity to sample its products and learn more about the farm and cheesemaking operation behind them.

Meet the Dairy Farmers

The three farms featured through The Dairy Alliance Tennessee State Fair experience each bring a unique story to the "From Our Farm to Your Family" campaign, giving fairgoers a closer look at the families, communities, and daily work behind the dairy products they enjoy.

Lee Family Farm

For Steve Lee, dairy farming is a five-generation family tradition dating back to 1889. Today, Steve and his three sons operate the family dairy, milking approximately 350 Holstein cows twice a day.

"It's important for consumers to grasp all the work and steps of farming," said Steve Lee. "Most consumers see the product on the shelf and don't understand it is 365 days of work, 24 hours a day, from growing the crops and feeding the cows to getting milk from healthy animals."

The Lee family also makes community involvement a priority, hosting a Fourth of July celebration, supporting church fundraisers and participating in local projects. The farm employs members of the community and lends equipment and labor to help with community building efforts.

Sweetwater Valley Farm

Sweetwater Valley Farm has been part of the Philadelphia, Tennessee, community for more than two centuries. What began as farmland in the early 1800s has evolved into a dairy farm, farmstead cheese operation and destination for locals and visitors.

Through its "Seed to Sandwich" story, Sweetwater Valley Farm gives guests a firsthand look at how it cares for its cows, transforms fresh milk into cheese and serves that cheese at its farm café.

"Our goal is to create transparency and trust by showing people how much work goes into producing high-quality food," said Mary Lyndal Harrison.

The farm also supports the local community by creating jobs, supporting area businesses, welcoming visitors, and providing a gathering place for families.

Davis Brothers Dairy

For Sam Craun of Davis Brothers Dairy, connecting people with dairy farming and giving back to the community are equally important. Craun supports local food banks and participates in school tours, career days and agricultural education events, helping young people understand where their food comes from and explore careers in agriculture.

"The sacrifices that farmers make every single day, it truly is a way of life rather than a traditional career," said Craun.

While each farm has its own story, these families share a commitment to their animals, their communities and the people who enjoy the dairy foods they produce.

To learn more about The Dairy Alliance, visit <https://thedairyalliance.com> or follow @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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