

The Dairy Alliance Brings Real Dairy Experiences to Eight Southeast State Fairs

Interactive exhibits and activities connect fairgoers with the farmers and products behind local dairy

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-- [The Dairy Alliance](#), is bringing the

story of dairy to life at eight state fairs across the Southeast this summer and fall. Each event offers opportunities for

fairgoers to learn more about dairy farming, connect with the farmers behind their favorite dairy foods, and experience the significant role dairy plays in communities throughout the region.



THE DAIRY ALLIANCE

The non-profit is kicking off at the Tennessee State Fair this August and wrapping up the circuit in October with the Alabama, Georgia, Mississippi, and South Carolina fairs running concurrently. Fairgoers have plenty of opportunities to check out The Dairy Alliance's interactive exhibits, dairy food experiences, educational programming, and more at each of the venues.

"Dairy farmers play vital roles in the communities they serve, and we are delighted to showcase their work and contributions at the state fairs," said Farrah Newberry, CEO of The Dairy Alliance. "These events strengthen our commitment to driving dairy farmer education, consumer connection, youth agriculture and community engagement, while celebrating the families and farmers whose dedication helps bring dairy products to consumers every day."

The Dairy Alliance is bringing the story of dairy farmers to these Southeast state fairs.

Tennessee State Fair, Aug 13-22

The Dairy Alliance brought its "From Our Farm to Your Family" campaign to the Tennessee State Fair, giving fairgoers an interactive look at the Tennessee dairy farmers and families behind the products they enjoy. The experience featured a virtual reality farm tour, "Chill Like a Cow" display and interactive activities highlighting Lee Family Farm, Sweetwater Valley Farm and Davis Brothers Dairy. Visitors also had the opportunity to sample Sweetwater Valley Farm cheese and learn more about dairy farming and the role these farms play in their local communities.

Kentucky State Fair, Aug. 20-30

The Dairy Alliance offered educational displays and giveaways while supporting young dairy exhibitors through a costume contest and cheese auction benefiting youth participants. In partnership with the Kentucky Dairy Development Council and Kentucky dairy processor Terry Rowlett, Fairgoers enjoyed milkshakes, ice cream, and grilled cheese while learning how local dairy travels from Kentucky farms to their tables.

North Carolina Mountain State Fair, Sept. 11-20

Fairgoers can “Chill Like a Cow” at The Dairy Alliance display, while learning about North Carolina dairy farms through trivia, giveaways, and an interactive experience. Guests can visit the “Got to be NC Dairy” booth, featuring documentary-style videos featuring farm-to-family stories, highlighting dairy farmers in the state.

Virginia State Fair, Sept. 25-Oct. 4

The Dairy Alliance will sponsor a 4-H dairy food challenge, where teams will receive a box of ingredients to create a dish featuring dairy as a key ingredient. The contest combines culinary creativity while displaying the versatility of dairy.

North Carolina State Fair, Oct 15-25

The Dairy Alliance will partner with various dairy groups, including N.C. State University, the N.C. Department of Agriculture, and the N.C. Dairy Producers Association, to sell milk and offer dairy promotional items in the Got to Be NC display area in Dorton Arena, with proceeds supporting dairy youth organizations. The Alliance will also partner with other North Carolina commodity groups on an agriculture-based scavenger hunt and cinema area featuring videos about agriculture in North Carolina, along with additional exhibits and signage to complement the N.C. State virtual dairy tour display.

South Carolina State Fair, Oct. 15-25

The South Carolina State Fair will also feature a “Chill Like a Cow” educational exhibit, providing another opportunity for fairgoers to engage with dairy education in an interactive and family-friendly environment.

Alabama National Fair, Oct. 8-18

The Dairy Alliance is sponsoring the state dairy quiz bowl for middle and high schoolers, helping students expand their knowledge of the dairy industry. The organization will also sponsor prizes for youth dairy showmanship livestock competitions, supporting the next generation of

agricultural leaders.

Mississippi State Fair, Oct. 8-18

Fairgoers can visit the Ag-Venture Barn for dairy educational materials and “Chill Like a Cow” displays. Prairie Farms, a Southeast milk processor, will distribute milk as part of the effort to promote dairy and help consumers make a connection between the products they enjoy and the dairy industry behind them.

Georgia National Fair, Oct. 8-18

The Dairy Alliance will distribute 20,000 cartons of milk over 10 days, plus Houston County FFA students will get hands-on as they help manage the booth. Experiences include a commercial dairy heifer show, dress-the-cow contest, and live milking demonstrations through the Mobile Dairy Classroom, giving families an up-close look at dairy production, including baby calves.

Across each state fair, The Dairy Alliance is creating opportunities for consumers to go beyond the dairy aisle and gain greater appreciation for the farmers, families, and communities behind the dairy.

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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