



# Leading Together: Uniting Regional Dairy for Impact

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**Leading Together: Uniting Regional Dairy for Impact**

**NORTHEAST DAIRY  
INNOVATION  
SUMMIT** 

# NE-DBIC FOCUS AREAS

**Connection  
to  
Consumers**

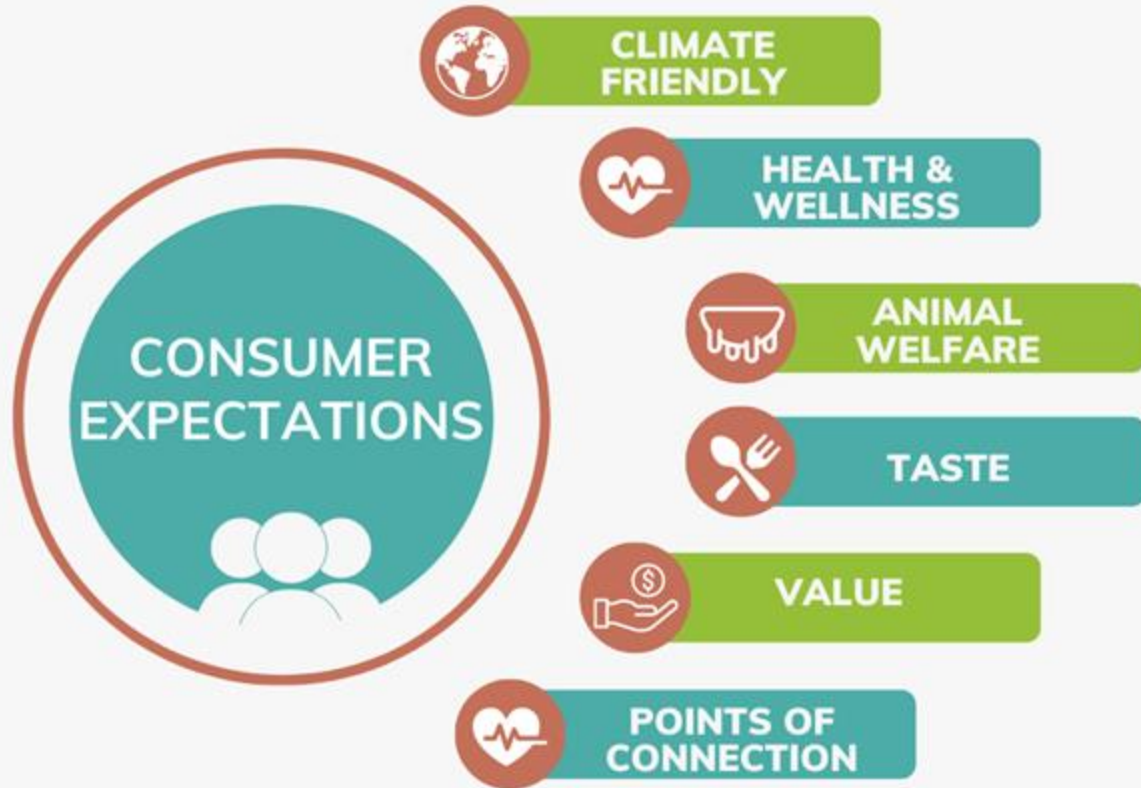
**Business  
Management**

**Developing  
Rural  
Communities**

**Climate  
Forward  
Strategies**



# NORTHEAST DAIRY DELIVERS





# My grandparent's dairy farm in 1957 (VT)



# My father-in-law's dairy farm in 2024 (NY)



# The Power of Storytelling in Content Marketing





# Do Stories Actually Work?

## *A case study*

- 248 marketing emails written for the University of Vermont
- 13% started with a story
- Emails with a story had:
  - 9% higher open rate
  - 13% higher click rate



Farmer Training Program

Apply Now

Hi {{contact.firstname}},

Alisha's story is a wild, wonderful ride!

After she got her bachelor's degree on the west coast, she came to Vermont for the six-month Farmer Training Program at UVM.

# So, What Stories Do I Tell?



# How to Return on Investment

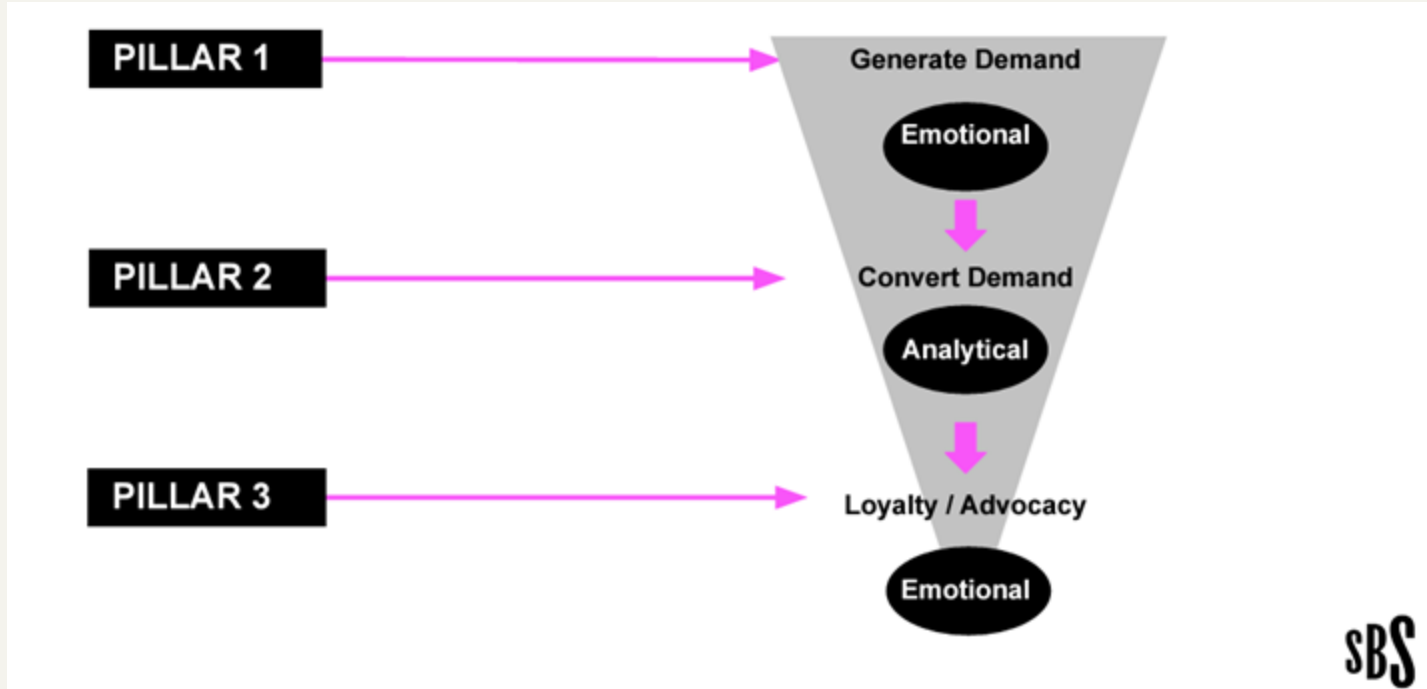
1. Develop a sharper point of view that can't be ignored
2. Connect content pillars to business goals

# What makes a sharp point of view

- Clear perspective on your customer and what they stand for/against
- Clarity about the status quo of your industry or system that your target is up against
  - How it's not good enough for them
- How you do what you do for them, better than anyone else
- Succinct + Memorable = SHARP
  - Fresh way of thinking about the problems your customers are facing or the aspirational lifestyle they're trying to achieve

# The Strong Brand Social S3 System™

*Strategic, Sustainable, Scalable*





# The S3 System™ Content Strategy: Northeast Dairy

	<b>Pillar 1</b>	<b>Pillar 2</b>	<b>Pillar 3</b>
<b>Biz Goal</b>	<b>Generate Demand</b> (Awareness)	<b>Convert Demand</b> (Revenue)	<b>Nurture Loyalty</b> (Profit)
<b>What it Looks Like</b>	<b>Your point of view</b> Aspirational Emotional Shareable	<b>Your products</b> Offer focused Testimonials Clickable	<b>Behind the scenes</b> Mission and values Your team Credibility

YOUR PROMISE

# Brand Positioning





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# Phoenix Feeds & Nutrition

Pillar 1

Pillar 2

Pillar 3





oakfieldcorners

Following ▾

Message



2,561 posts

38.8K followers

336 following

Alicia Lamb

[www.oakfieldcornersdairy.com](http://www.oakfieldcornersdairy.com)

Followed by kingbrothersdairy, nyanimalag, morningagclips + 4 more



Highlights



Highlights

POSTS

REELS

TAGGED



HOOVES & HORNS BY A.W. ERWIN



"You call it Rahel! Just a little more an' she'll have her!"



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BRAND STORY

# What are you best known for?

Oakfield Corners Dairy

- Scale
- Genetics
- Innovation
- Behind the Scenes Content

NORTHEAST DAIRY  
**INNOVATION**  
SUMMIT 



# Oakfield Corners Dairy is winner in innovation competition

By KORi SCIANDRA ksciandra@batavianews.com Mar 22, 2024 Updated Mar 23, 2024

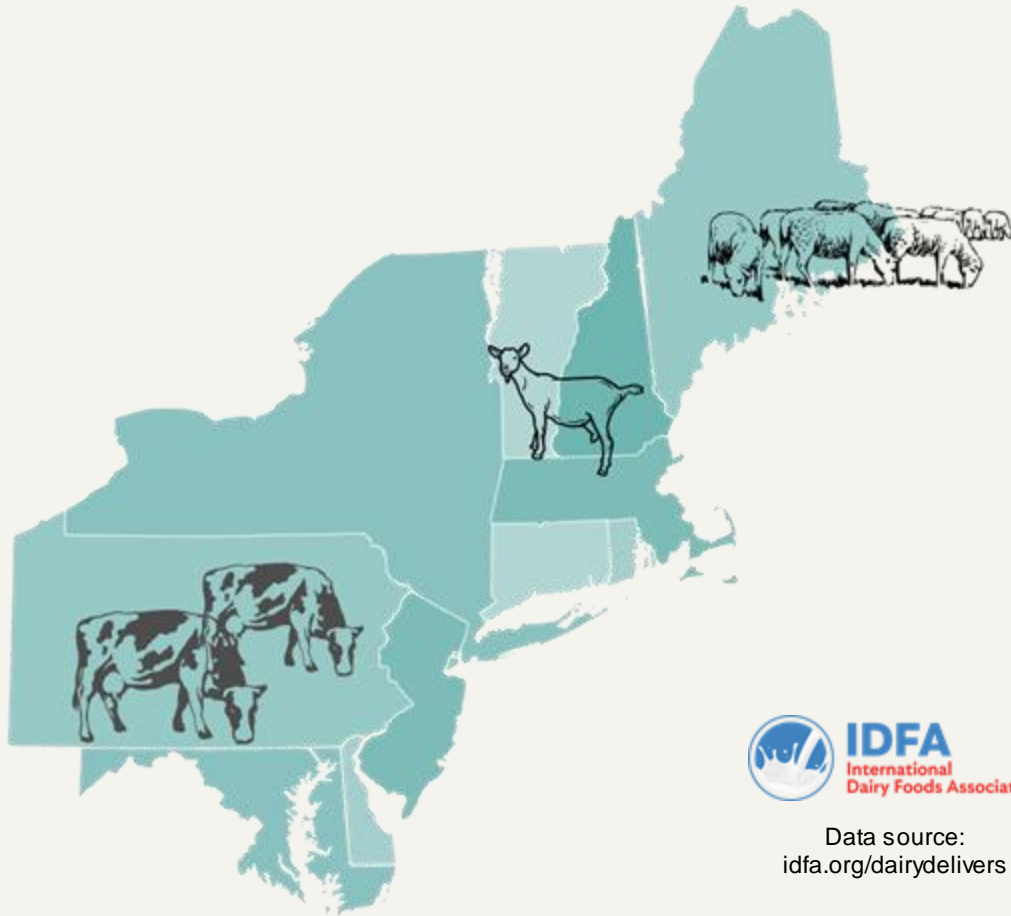


Oakfield Corners Dairy, 3962 Batavia-Elba Townline Rd., has recently expanded its reach by creating a new line of cheese flavors.

## FUNDED BY NE-DBIC Northeastern Dairy Product Innovation Competition

Oakfield Corners Cheese produces Mexican-style cheese, addressing a market need for the Hispanic community, which represents the second-largest demographic in the US.

**Dairy foods manufacturers in NE-DBIC states are contributing \$46B to the economic vitality of our communities.**



**DIRECT ECONOMIC IMPACT**

Connecticut	\$2,335,321,400
Delaware	\$389,675,300
Maine	\$1,063,412,600
Maryland	\$2,902,778,000
Massachusetts	\$3,544,037,800
New Hampshire	\$769,049,200
New Jersey	\$6,119,348,800
New York	\$16,935,556,400
Pennsylvania	\$10,059,177,900
Rhode Island	\$566,397,700
Vermont	\$1,584,094,200
<b>TOTAL:</b>	<b>\$46,268,849,300</b>



Data source:  
[idfa.org/dairydelivers](http://idfa.org/dairydelivers)

# Maslow's Hierarchy of Needs





# KEY TAKEAWAYS

➔ The voice of dairy is essential.

➔ Dairy communities support food resiliency.

➔ Economic impact.

➔ We are stronger together.