



**For Immediate Release**

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**“ADOPT A COW” PROGRAM BRINGS AGRICULTURE TO THE CLASSROOM, ENROLLMENT OPEN UNTIL SEPTEMBER 15**

*The Interactive Lesson Series Can Be Incorporated Into Both In-Person and Virtual Instruction*

**Harrisburg, Pa.** – Discover Dairy’s “Adopt a Cow” program opened for enrollment for the 2024-25 school year on May 1. The free program, which impacted more than 1 million students worldwide last year, is a year-long, interactive learning opportunity that gives students an inside look at a dairy farm in the United States. Students participate in engaging activities featuring the calves on the farm and the dairy farmers who manage the operation. Teachers and parents have until September 15, 2024 to sign up for the free program.

The Adopt a Cow program is made possible through the generous support of Dairy Excellence Foundation donors and program partners, including American Dairy Association Northeast, American Dairy Association Indiana, Midwest Dairy, The Dairy Alliance, Dairy Farmers of Wisconsin, Dairy Management West, Dairy West, New England Dairy, Dairy Farmers of Washington, American Dairy Association Midwest, Dairy Council of Florida, United Dairy Industry of Michigan, Maine Dairy and Nutrition Council, and Oregon Dairy Council.

“It’s amazing to see the growth of the Adopt a Cow program each year and the impact it’s making on students, classrooms and families across the globe,” said Brittany Snyder, Dairy Education Program Manager at the Dairy Excellence Foundation. “Our dairy farm families who serve as host farms go above and beyond to connect with classrooms who ‘adopt’ a calf from their farm. Students are able to watch that calf grow in front of their eyes throughout the school year, and it’s a memorable experience like no other. We’re looking forward to kicking off another program year this fall!”

Each classroom that enrolls in the Adopt a Cow program is paired with a calf from a dairy farm. Teachers and students receive photos, video updates, and activity sheets throughout the school year that allow them to watch their calf grow. Through immersive, hands-on learning activities and free curriculum provided by Discover Dairy, students gain a deeper understanding of the dairy industry and where their food comes from. Several of the lessons in the curriculum follow Common CORE standards in Math, Reading, and Science.

The Adopt a Cow program also offers live virtual chats and farm tours. These chats allow students to talk directly with a dairy farmer, meet their calves, tour the farm, and ask questions about milk production.

“I started using the Adopt a Cow program because it's really important for kids to make that connection [to where their food comes from]. It's super important to have the virtual components and videos because we can't always do field trips,” said Julie Cates, a sixth-grade teacher from California and an Adopt a Cow participant. “We have to understand where our food comes from and how to sustain it and maintain it. From the truck drivers to the processors and the grocery store, all of those components help students understand the economy, too.”

Last year, more than 39,000 classrooms, home school families, library groups, and other organizations participated in the program. Classrooms from all 50 states participated in the program along with a total of 38 countries. Schools from both rural and urban areas can enroll, bringing dairy farming to life for students of all ages and demographics.

“We have fun learning with the Adopt a Cow program all year long. We learn all about dairy and the different breeds of cows, and we also learn about our host farm family,” said Stephanie Sattazahn, a kindergarten teacher from Berks County, Pennsylvania and an Adopt a Cow participant. “We learn about the importance of having three dairy products a day and talk about different dairy products we could eat. My students love this program and so do I!”

Teachers who enroll in the Adopt a Cow program will receive an introductory update in the fall with details about their calf. Classrooms will receive bi-monthly updates, including suggestions on components of the Discover Dairy curriculum that teachers can incorporate into their virtual or in-person lesson plans.

The sign-up period opened on May 1 and closes on September 15, 2024. To enroll in the Adopt a Cow program, visit [www.discoverdairy.com/adopt](http://www.discoverdairy.com/adopt) or contact the Dairy Excellence Foundation at 717-346-0849 for more information. To help share the program with teachers and parents in your community, email Brittany Snyder at [bsnyder@centerfordairyexcellence.org](mailto:bsnyder@centerfordairyexcellence.org) or call 717-346-0849.

Discover Dairy is an educational series managed by the Center for Dairy Excellence Foundation of Pennsylvania in partnership with American Dairy Association Northeast, American Dairy Association Indiana, Midwest Dairy, The Dairy Alliance, Dairy Farmers of Wisconsin, Dairy Management West, Dairy West, New England Dairy, Dairy Farmers of Washington, American Dairy Association Midwest, Dairy Council of Florida, United Dairy Industry of Michigan, Maine Dairy and Nutrition Council, and Oregon Dairy Council.

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The Center for Dairy Excellence Foundation of Pennsylvania is a 501(c)(3) non-profit, tax deductible organization that is Educational Improvement Tax Credit (EITC) approved. Established in 2010, the foundation's mission is to build and invest in programs that cultivate and empower the next generation of producers, consumers, and advocates for the Pennsylvania dairy industry. Learn more at [centerfordairyexcellence.org/our-foundation/](http://centerfordairyexcellence.org/our-foundation/).

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