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FOR MORE INFORMATION:
Darin Copeland
618-659-5191
dcpeland@prairiefarms.com

Prairie Farms Launches Video Series to Educate Consumers on the Truths of Dairy Farming

EDWARDSVILLE, Ill. – Americans are very interested to know where their food is sourced - yet a severe disconnect between consumers and farmers prevents many from understanding the truths behind their favorite foods. That is why Prairie Farms is releasing a new series of videos that seek to dispel common dairy farming myths. Prairie Farms’ dairy farmers from Iowa, Missouri, and Michigan appear in the videos. They are eager to educate the public on a variety of topics ranging from cow care and sustainability to animal diets and farm family life.

“There is so much disinformation about dairy farming in America that I think is mostly because many people have never visited a farm or know what happens on one,” said Darin Copeland, Public Relations Manager for Prairie Farms Dairy. “Our dairy farmers have a great farm-to-table story to tell, so I think it’s important that people hear it. We can’t get everyone to the farm, so video is a great way to bring the farm and farm-related topics to the consumer.”

The first video series features [Dan Venteicher and his family](#), who operate Honey Creek Dairy in Iowa. Dan is a champion for dairy farmers and a mega social media influencer. With over 600K followers on both TikTok and Facebook, Dan, known as Iowa Dairy Farmer, frequently appears in self-made videos covering fact-based farming. In his conversations with Prairie Farms, Dan discusses hot-button topics on public trust, sustainability, and cow care.

The second series of videos features the [Kraus Family](#) from Kraus Dairy in Missouri. As fourth-generation dairy farmers in Middle America, the Kraus family is eager to share thoughts on various topics, including the farm-to-table freshness cycle, animal care, and dispelling dairy myths.

A final video series features the [Griffin family](#) of Valley Grove Dairy in Michigan. The Griffins have been dairy farming in Michigan for nearly 120 years. They are excited to share a peek into their family life on the farm and discuss topics, including the importance of milk truck drivers and animal nutrition.

“Dairy farming is something that we’re born with and love from the time we’re little,” said Jolene Griffin of Valley Grove Dairy. “My family is very connected to dairy, so we’re excited to share a look into our life on the farm.”

Videos can be viewed on the [Prairie Farms Facebook](#) page, or [Prairie Farms Drink Local webpage](#), where consumers can also learn more about our farm families and enter to win dairy prize packages. New videos will



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be released through the end of the year.

Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives operating in the Midwest and the South. Elements of the cooperative include more than 700 farm families, 7,000 teammembers, 47 manufacturing plants, over 100 distribution facilities, and annual sales of over \$3.6 billion. Prairie Farms is a nationally recognized leader in the dairy industry known for setting the standard for milk flavor innovations and producing award-winning milk, cheese, and cultured dairy products. With headquarters in Edwardsville, Ill., the Prairie Farms distribution footprint covers over 30 percent of the United States; products are available in grocery chains, mass merchandiser stores, club stores, convenience stores, dollar stores, drug stores, schools, foodservice outlets, and warehouse distribution centers.



The Griffin family of Valley Grove Dairy – Hastings, MI



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