



For Immediate Release

Media Contact: Emily Barge, 717-346-0849; ebarge@centerfordairyexcellence.org

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

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

Harrisburg, Pa. – Discover Dairy’s “Adopt a Cow” program is open for enrollment for the 2025-26 school year until September 15. The free program, which impacted more than 1.7 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 exciting activities featuring the calves on the farm and the dairy farmers who manage the operation. 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.

“We hope to continue building on the momentum of the Adopt a Cow program as we start another school year this month. From elementary teachers who teach science, math and art to pre-schools and nutrition directors, this program is truly building connections between students and the dairy industry as a whole,” shared Brittany Snyder, Dairy Education Program Manager at the Dairy Excellence Foundation. “After completing the program, over 99% of the teachers we surveyed say their students completely trust the care farmers provide to their cows, they trust the milk they drink is safe, and they trust that dairy farmers are taking great care of our environment and natural resources. Thank you to the partners and the dairy farmers who participate in the program for helping to drive home these lessons and lifelong connections with students.”

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.

“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!”

Last year, more than 43,000 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.

“Agriculture is really specific and special to our state. I wanted students to learn that agriculture is an industry that still exists and is something students can get involved with,” said Lacey Todd, a fifth-grade teacher in Maine and an Adopt a Cow participant. “Having that knowledge about these career opportunities, developing the appreciation for where their food comes from, and seeing how technology has found its way into this profession, those pieces are all very important to students.”

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 Adopt a Cow program is now open for enrollment for the 2025-26 school year. The sign-up period opened on May 1 and closes on September 15, 2025. To share the program with a family or classroom you know, visit www.discoverdairy.com/adopt or contact the Dairy Excellence Foundation at 717-346-0849 for more information. Contact Brittany Snyder at bsnyder@centerfordairyexcellence.org or 717-346-0849 for promotional material to help spread the word about the program.

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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/.