

Five of the Dairy Industry's Most Influential Advocates

Maybe you are a lifelong supporter of the dairy industry, or you often see a great deal of information critiquing the practices of the dairy industry and their impact on our environment and health. Regardless of which perspective you more closely associate with, there are ripe opportunities to learn more about dairy and how products are produced from many candid “AGvocates” who are involved in the dairy industry. These advocates are from all walks of life and live in vastly different parts of the country but all have a few things in common: large followings on their social media platforms, spunky personalities and a love for dairy. I am proud to share with you my picks for leading industry advocates and the impact their voices have on shaping perceptions of the United States dairy industry.

Annaliese Wegner - @modfarmchick

As [Modern-day Farm Chick](#), Annaliese Wegner keeps things real and has a fun time doing so. Her and her husband, Tom, dairy farm in Wisconsin where they milk 550 Holstein cows, and Annaliese can be found feeding calves in the morning, raising two adorable twins and sharing stories about on farm production practices in a transparent and engaging manner. Annaliese commonly posts Instagram stories about her duties around the farm and also shares great recipes with her followers (oftentimes with cheese listed as one of the top ingredients)! If you are looking for an entertaining, savvy and straightforward perspective on the dairy industry, be sure to give Annaliese a follow!

Carrie Mess - @dairycarrie

In keeping with the Wisconsin theme, Carrie Mess is another strong advocate for dairy. With almost 18,000 followers on Instagram, @dairycarrie is recognized widely throughout the dairy industry as a top voice and resource for consumers wanting to learn more about how the many

dairy products we consume are produced. With the slogan of “Running the world while ignoring the dishes,” Carrie balances her advocacy efforts between sharing on farm practices, posting delicious recipes that incorporate dairy and writing blog posts on her website, dairycarrie.com, about the humans that shape the agriculture industry.

Tara Vander Dussen - @newmexicomilkmaid

Hopping on down to the southwestern part of the country, Tara Vander Dussen is “sorting through all the cow manure to share the facts about dairy farming.” As an environmental scientist, dairy farmer, farm wife and mom of two, Tara is a New Mexico native who breaks barriers for women, dairy and sustainability. Tara is also a keynote speaker who shares her story about dairy farming on her [website](#), social media platforms and through partnerships with brands such as Forbes and Tractor Supply Company. In addition to sharing facts about the dairy industry, Tara is a great resource for intriguing recipes, motherhood tips and farmhouse décor!

Emily Shaw - @dairygirlfitness

If you travel approximately 1,800 miles east to Florida, you will find our next advocate, personal trainer Emily Shaw. Emily combines her passions for fitness and the dairy industry as founder of [Dairy Girl Fitness](#). Emily’s goal, as stated in her Instagram bio, is to “help women build confidence, feel strong and eat foods they love.” Emily promotes that we do not have to cut dairy and animal products out of our diets to live a healthy and sustainable lifestyle, all while sharing creative and fun workouts with her followers. Stay fit and enjoy a plethora of dairy products while doing so by giving Emily a follow!

Evelyn, Claudia and Jojo Leubner - @nyfarmgirls

Last but certainly not least, three sisters from the 1,200 cow dairy Maple Lane Farms in Marietta, New York have taken it upon themselves to AGvocate and change the future of agriculture. With

a whopping 87,000 followers, these New York farm girls spend their time on Instagram, [YouTube](#) and TikTok promoting dairy and the on-the-farm lifestyle. The idea for this account came from the girls noticing that there were not many farmers on social media explaining what happens on their farms, so now the three sisters devote their time to debunking common misconceptions about dairy farming.

Now, more than ever, our industry needs strong and dedicated advocates to ensure trust is maintained with consumers towards dairy and agriculture. Thank you to these champions of the dairy industry for inspiring individuals such as myself to continue sharing the stories and practices of the dairy industry!