

# FARM TOURS

CREATING AN IMPACT ON TOMORROW'S HEALTH PROFESSIONALS



Educating the next generation of health professionals, who will ultimately influence consumers about healthy eating, continues to be a priority for your dairy checkoff program. ADA Mideast provides educational sessions and on-farm experiences for collegiate food and nutrition programs to reinforce dairy's important role in the diet.

In 2022, ADA Mideast took dietetic students and their professors from eight Ohio and West Virginia universities to local dairy farms to learn how dairy farmers care for their cows and protect the environment. Students also gained a better understanding of dairy's nutritional benefits to help them recommend dairy to their future clients and address common misconceptions.

Surveys following the farm tours and educational sessions indicate that these future health professionals feel positive about dairy foods and farming.