



## **National Dairy Month Chairperson 2026**

### **Milk's Got Game!**

It's time for the National Dairy Month Chairperson Contest sponsored by The Dairy Alliance! This contest provides a 4-H club member in your county opportunities to build skills in communication, leadership, health/fitness, dairy production, dairy processing, and food/nutrition. We encourage Chairpersons to think outside of the box and utilize social media, video, photos, cooking demos and interviews with your local newspapers, radio stations and other groups you work with. Chairpersons can submit either a virtual scrapbook or a physical scrapbook to be considered for monetary prizes and state-wide recognition!

Complete your National Dairy Month Chairperson Application [HERE](#). Have your National Dairy Month Chairperson complete their Resume [HERE](#).

The promotional theme for this year is "Milk's Got Game!". We want you to tell us what Milk's Got Game means to you! Is it fueling you up for football? Is it driving your dance practice? Is it gearing up your gaming? Show us how you do dairy!



Through participation in this contest, each chairperson will be able to:

- Identify contacts to help create and conduct a virtual promotion.
- Construct an action plan for a dairy promotion.
- Build partnerships with community businesses for expanding promotion activities.
- Gain familiarity with current dairy industry resources.
- Build self-esteem by developing their unique talents.
- Communicate the importance of including dairy in a healthy diet.

The Dairy Alliance will support your chairperson in several ways:

- Each chairperson will receive a t-shirt and a hat.
- Visit our website for [National Dairy Month](#) information to use during your promotions.
- A promotional kit will be shipped to the 4-H office for every chairperson:
  - 200 Pencils
  - 200 Activity Books
  - 200 Bracelets
  - 200 Stickers
- All chairpersons who complete and submit their scrapbook will receive a limited-edition polo.
- Best Use of Media, Best Use of Theme, and Division Award winners will receive monetary gifts.
- \$200 will be added to the local county 4-H funds of the three overall Division Award winners.

#### **Dairy Extension Specialist**

Dr. Liz Eckelkamp [email](#)  
Facebook: @UTIADairy  
Instagram: @UTDairy  
Twitter: @DairEGirl

**For post promotion from your  
chairperson's social media content!**

#### **The Dairy Alliance**

Facebook: @TheDairyAlliance  
Instagram: @TheDairyAlliance  
Twitter: @dairy\_alliance  
TikTok: @RealDairyRealDelicious

**Tag us on your social post so we  
can help amplify your content!**

The date for the National Dairy Month Kick-off on **May 28, 2026**, at the **Ed Jones Auditorium, 416 Hogan Rd, Nashville, TN 37220**. We will share the 2025 winning scrapbooks to provide ideas for this year's participants. We hope this will help your chairperson to compile a winning scrapbook.

Please read over the enclosed information. If you have questions, please call Liz at 865.974.8167 or email at [eeckelka@utk.edu](mailto:eeckelka@utk.edu). Complete the application online by **April 30, 2026**.

We're excited about being able to offer support again this year to each County Dairy Promotion Chairperson. We would love to see every county in Tennessee participate!