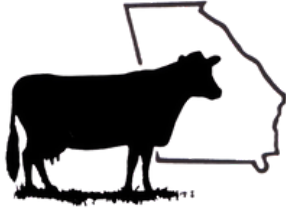


2024 Sunbelt Dairy Showdown



Georgia Milk Producers, Inc.



The Sunbelt Dairy Showdown is a fun and educational showcase of Georgia's dairy industry focusing on high school-aged students. This two-part competition challenges Georgia 4-H and FFA students to use social media to create a promotional post highlighting the benefits of dairy nutrition and dairy farming and then competing in a live milking contest at the 2024 Sunbelt Ag Expo in Moultrie, GA. Finalists and winners will receive free single-day passes to the Sunbelt Ag Expo, a dairy-themed swag bag compliments of The Dairy Alliance, and a donation to their 4-H or FFA chapter courtesy of Georgia Milk Producers, Inc. and Georgia Dairy Youth Foundation.

First place team will receive \$400, runner up will receive \$200 chapter donation.

How Does It Work?

Phase 1 : Social Media Contest **July 1 - September 6, 2024**

4-H and FFA chapters will submit a 30-60 second educational video including the phrase "Powered by Georgia Milk" on the subject of either dairy nutrition or dairy sustainability. For inspiration, students can view dairy nutrition and sustainability information found on The Dairy Alliance website (www.thedairyalliance.com) or on the TDA social media accounts (@thedairyalliance).

- Team information and video should be submitted through the [Google Form](#). Please include the county / chapter name in the video or file name.

Judges will select two chapters as finalists to compete in the milking contest at the Sunbelt Ag Expo and will share the videos on social media during the week of the Expo.

Phase 2: Milking Contest **Wednesday, October 16, 2024**

Each finalist team will select 2-4 high schoolers to participate in the milking competition. Participants will take turns hand-milking cows in front of a live audience at the Dairy Pavilion. The team/chapter that collects the most milk wins the grand prize and is named the 2024 Sunbelt Dairy Showdown Champion.

Contest Rules

Deadline for video submission is **September 6th**, winners will be notified the following week. Winners must be able to participate at the milking competition at the Sunbelt Ag Expo to receive their cash prizes, and compete for the additional title of Sunbelt Dairy Showdown Champions.

By submitting a video to this competition, the 4-H/FFA chapter is allowing The Dairy Alliance and Georgia Milk Producers to post the video on its social media accounts and to post photos of the milking competition to same.

Student participants must be in 9-12th grade. The hand-milking contest will involve real cows.

Please contact Audri Crews (acrews@thedairyalliance.com) or Bryce Trotter (bryce@gamilk.org) with any questions.

