



2025 Sunbelt Dairy Showdown

The Sunbelt Dairy Showdown is a fun and educational showcase of dairy industry in the Southeast focusing on high school-aged students. This two-part competition challenges 4-H and FFA students to create an educational video highlighting the benefits of dairy and then competing in a live milking contest at the 2025 Sunbelt Ag Expo in Moultrie, GA. Finalists will receive single-day passes to the Sunbelt Ag Expo, a dairy-themed swag bag compliments of The Dairy Alliance and UGA Dairy Team, and a donation to their 4-H or FFA chapter courtesy of Georgia Milk Producers, Inc., Georgia Dairy Youth Foundation, and United Dairy Farmers of Florida.

First-place team will receive \$500, runners-up will receive \$200 chapter donation.

How Does It Work?

Phase 1 : Video Submission **July 1 - September 5, 2025**

4-H and FFA chapters will submit a 30-60 second educational video including the phrase “Milk’s Got Game” 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 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 up to three 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 15, 2025**

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 2025 Sunbelt Dairy Showdown Champion.



UNIVERSITY OF
GEORGIA
Dairy Team

Contest Rules:

The deadline for video submission is **September 5, 2025**. Finalists will be selected the following week. Finalists must be able to participate at the milking competition at the Sunbelt Ag Expo on **October 15, 2025** 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 all contest sponsors to post video submissions and contest photos to their official social media accounts. Names of participants will not be shared on social media, only chapter/ county names may be listed.

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.



For more information about the 2025 Sunbelt Ag Expo, visit www.sunbeltexpo.com

