

## Masterful Massachusetts Milk Ambassadors

**Objective:** A dairy ambassador will promote the Massachusetts dairy industry and educate consumers and students across the Commonwealth. The ambassadors along with the help of their volunteer leaders will schedule events at their local schools and community events to raise the awareness of the importance of the dairy industry in the Commonwealth and the benefits of local milk and milk products.

**How it works:** Ambassadors will be selected in June based upon their application and phone interview. A day long workshop will be scheduled at UMass Amherst in July with dairy industry professionals to train the youth on public speaking, current dairy industry topics, milk nutrition/products and navigating through the latest technology in getting your message out to the public.

**Applications:** Interested youth should complete the application form and email it to Carrie Sears at [ccsears@umext.umass.edu](mailto:ccsears@umext.umass.edu) or mail to by April 30, 2021 to 100 Venture Way, Suite 334, Hadley, MA 01035-9462

Adults: Please email Carrie Sears if interested in serving as a leader.

### Requirements:

- Submit a quarterly written report to the program administrator (Carrie Sears) on your dairy promotion, leadership and education activities plus any related expenses to be signed off by their appointed leader. You will keep a three ring binder with details on your visits outlining location, number of people reached, expenses, photos, and overall impression of the event.
- Assist with awards during your respective county 4-H and/or FFA banquets.
- Attend the following mandatory events: September - Big E - time in the MA Dairy Producers Booth, March - Ag Day in Boston, June- August - MA Dairy Days/Farm Meetings and attendance at other events, as available, assigned by the program administrator.



This program is made possible through a grant from the Massachusetts Dairy Promotion Board.



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# Massachusetts Milk Ambassador Application



Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City

State

Zip code

Cell phone # \_\_\_\_\_

Email: \_\_\_\_\_

Education: \_\_\_\_\_

High School/College/University

Expected Graduation Date

Please provide completed sentences to the questions below. Please respond in 300 words or less to and each question with neat legible penmanship or type responses directly into this document.

- 1) Describe your dairy and/or agricultural background.
- 2) What do you feel is the biggest challenge facing the Massachusetts's dairy industry?
- 3) What are your interests?
- 4) Why do you want to be a dairy ambassador?
- 5) What do you want to learn from your ambassador experience and how will you use the knowledge gained from this experience to become an advocate for the dairy industry?

Please return the completed application to:

Carrie Chickering Sears at [ccsears@umext.umass.edu](mailto:ccsears@umext.umass.edu) or mail to 100  
Venture Way, Suite 334, Hadley, MA 01035-9462



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