Assembly Resolution No. 2015

BY: M. of A. Buttenschon

COMMEMORATING the 60th Anniversary of the Oneida County Dairy Promotion

WHEREAS, The agricultural industry is part of the foundation upon which our distinct American heritage is built; New York State and the entire Nation are dependent on our agricultural industry for a variety of food products; and

WHEREAS, This Legislative Body is justly proud to commemorate the 60th Anniversary of the Oneida County Dairy Promotion, to be celebrated at the organization's annual Dairy Promotion Banquet on May 11, 2024 at Delta Lake Inn in Rome, New York; and

WHEREAS, Oneida County crowned its first Dairy Princess in 1964; since its inception, the program has continued to evolve with the help of many dedicated volunteers and has now allowed the participation of boys and girls, with the title now being Dairy Ambassador since 2022; and

WHEREAS, Designed to help bring awareness to the dairy industry to promote sales and consumption, the Oneida County Dairy Promotion's mission is to foster better relations between urban and rural people through one-on-one contact at the local level; and

WHEREAS, The Dairy Ambassador and team were chosen to represent the county's dairy industry and dairy farmers in local promotion and advocacy to consumers; they give school presentations, participate in special events like supermarket promotions, ag-business open houses, parades and the county fair, give speeches to agricultural and non-agricultural groups, record PSA's, do media interviews, and may write articles for farm press, consumers press, and website/Facebook messages; and

WHEREAS, Given crowns and sashes to signify the distinction, the Dairy Ambassador's main talking points are around milk's nutritional value, on-farm practices/animal care and well-being, and environmental stewardship; and

WHEREAS, In 1977, Oneida County started giving several awards for outstanding service to the dairy industry: the Silver Cow Award, the Dairy Farmer of the Year Award, the Agribusiness of the Year Award, in 1993, a Media Award and in 1995, a Special Service Award was created, lastly, in 1999, a Pioneer Award was created and presented to Ida Reed; Ida Reed was a trailblazer in the Oneida County Dairy Promotion; and

WHEREAS, The success of the Oneida County Dairy Promotion is in direct correlation to the efforts of its staff, and many volunteers whose involvement is, and always has been, characterized by an impressive commitment, an unbridled enthusiasm, and an uncompromising standard of excellence in all endeavors on behalf of the market and the

community it serves; and

WHEREAS, The dairy industry and promotion helps to develop local and regional food systems that support family farms, revitalize communities, provide opportunities for farmers and consumers to interact, promote environmental sustainability, and support our economy in New York State; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commemorate the 60th Anniversary of the Oneida County Dairy Promotion; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to the Oneida County Dairy Promotion.