

Dear Adopt A Cow Family,



Welcome to the Adopt A Cow Program! We are thrilled that you chose to join the fun this year and adopt a calf from one of our many amazing dairy farmers across the country. The dairy industry plays a key role in America’s economy and local communities, and we are excited to share their story with you to learn more about their direct impact on your everyday life.

To start the Adopt A Cow Program, **you should have received a welcome email on October 7, 2025.** If you have not received this email or other information about your calf, please check your spam box for an email that came from “Discover Dairy.” If you still do not see the email, please email info@discoverdairy.com with your concern and we will do our best to help you.

You will find included with this letter:

- An Official Adopt A Cow Certificate
- A Printed Photo of Your Calf
- The Farm Visitor Policy (on the back of this letter – please read closely)
- A Printed Program Calendar

Feel free to hang these on your wall or common area for everyone to enjoy!

As outlined in your welcome email, you can access your adopted calf information through the Adopt A Cow portal or through the Discover Dairy app. **Scan the QR Code to the right to learn more about how to use the Discover Dairy app.**



From October to May, we will share six calf updates, fun dairy activities, general agriculture resources, and much more. We hope you enjoy the program and most of all, enjoy your adorable, adopted calf. We know you will love her and care for her as much as her farmers do!

Finally, we wanted to thank our generous donors through the Dairy Excellence Foundation and our dairy farmer-funded partners for the support they provide to the Adopt A Cow Program. Our partners are represented below. Without their support, this program would not be possible for you to enjoy for **FREE**. If you feel inclined, we welcome you to donate to the Discover Dairy program which will allow us to continue this program for years to come and continue reaching more than 2 million people around the world. Just \$10 allows a classroom to adopt a calf for free.

You can donate to the Adopt A Cow program by visiting: www.discoverdairy.com/donate.

Feel free to reach out to our Discover Dairy team if you have any questions. We are happy to help!

Thanks, and welcome to the Adopt A Cow Family,

Brittany Snyder

Brittany Snyder
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Proud Partners of the Adopt A Cow Program:

