County Activities of Excellence
2015 Winners

Project: Dairy Dash & Stroll 5K

Program Area: Education and Ag Promotion

County Farm Bureau, State: Shawano, WI

Membership Category: < 1,000 members

Program Description: The County Farm Bureau Dairy Committee was looking for a new attraction for the county's annual Brunch on the Farm event. A 5K Run/Walk was planned to promote dairy and overall good health using the "run" and then promoting chocolate milk as a natural energy drink. During the "run" there were water stations, but at the end of the "run" all the runners got chocolate milk. The winners received fresh cheese curds. There were dairy fact signs placed along the route and they were able to educate the public about agriculture and promote Farm Bureau in the community.

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