

Promoting the Cal Poly Dairy Science Department through Advertising

By

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### **ACKNOWLEDGMENT**

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## INTRODUCTION

Promotion and advertising is a key aspect in a successful dairy operation. It allows for elite cows, offspring, and students to be showcased not only locally but nationwide as well and it has potential of allowing other industry professionals to invest in the quality genetics being advertised.

Outdated promotional media for the Cal Poly Dairy Science Department is the main nature of the problem. For example, having a dairy science website that has information on it that expired in June, while the current month is December. Keeping up with the advertising and promotion of a university of this caliber takes not only time but financial support as well. With the current economic situation, it is very important to utilize the resources provided as well as be selective when making advertising decisions. For example, designating a person that would be responsible for the maintenance of the website and magazine ads who knows the pedigrees and market potential of the herd, in addition to student activities, is very important. It is sometimes trying for faculty to manage the website, keeping it monthly up to date and organizing the materials to submit to the individual magazines.

Solutions to the problem of a need for more advertising are running a one page ad in *Western Dairy Business* as well as *Holstein World* magazine which is issued to dairyman and industry professionals in over 55 countries with 6,000 views daily on the website. In addition, the Cal Poly dairy website will be updated to

showcase the legendary cows at Cal Poly and embryo information about those cows regarding numbers of frozen embryos that are available as well as how many live calves are on the ground, who their dams and sires are and which ones are available for purchase will be included. In addition to highlighting elite cow families, the exceptional students at Cal Poly will also be acknowledged for their hard work and commitment to the Dairy Cattle Judging, Dairy Challenge and Products Judging teams and ADSA competitions. Finally, a photo will be taken of Cal Poly students on the beach to be entered in a photo contest re-creating a photo that was taken in 1987. The photo will compare the old and the new and how, with the help of technology and by using the social connection the internet provides, the students at Cal Poly are better able to promote the industry to those consumers who are not familiar with it. In addition they are able to stay in touch with industry professionals as well as other students from across the globe.

The author will work closely with Dr. Stan Henderson and the Cal Poly herdsman Rich Silacci to generate the most recent embryo information as well as using current production records on the cows being advertised to ensure accurate representation of those individuals. By placing advertisements in *Holstein World* and *Western Dairy Business* as well as keeping an up to date website, it will attract prospective dairy science students. In addition it will provide information for possible donors, alumni, and other future dairy leaders. The focus of this project will

be to promote the Cal Poly Dairy Science Department, the cows, students and faculty, as well as attracting prospective college students.



## **LITERATURE REVIEW**

### **The Importance of Advertising and Promoting**

*Promotion and advertising is essential in a successful university dairy operation.* It allows for elite cows, their offspring, and the students to be showcased not only locally but nationwide. This advertising has potential of reaching out to a multitude of industry professionals to invest in the quality genetics being offered. The years of “word of mouth” advertising may not be adequate. As time has moved on, the progression of technology has made the opportunities for advertising endless. In regards to advertising cattle, it is crucial to promote the genetics of individuals, as well as past and future offspring, in addition to success in the show ring. This enables prospective buyers around the world to stay connected and updated on the individual’s status. Effective and creative advertising and promotion creates interest and provides statistical information on animals being advertised as well as introducing future purchasing opportunities. With a successful advertising plan, it can help build a favorable representation of Cal Poly and what it has to offer.

### **Herd Reputation**

*The herd’s records and accomplishments are legendary.* 2008 marked the 53<sup>rd</sup> year Cal Poly has won the PBR award in addition to having the top Jersey herd for fat. In order to have a reputable herd it is imperative to know what other breeders desire. “By registering, classifying, and production testing your herd, you

are enrolled in programs other successful breeders believe in” (3). It is vital to identify animals with-in the herd that have both type and production and have the ability to pass these traits to their offspring. High production records listed in Table 1, illustrate that that the Cal Poly herd is among the top herds, and the Jersey herd is nationally ranked in both production and components. In addition, the Cal Poly dairy was the fourth high Holstein herd in Kings County as well as having the top ranked Jersey herd. inaccuracy of the herd records can negatively affect the representation and marketability of your cattle. As quoted by Driver, Dunklee, Payne and Shultz, “Happy customers are your best form of advertising” (3).

Table 1.

<b>Rolling Herd Average</b>		
<b>Breed</b>	<b>Fat Corrected Milk</b>	<b>Butter Fat</b>
Holstein	28,727 lbs	1,048 lbs
Jersey	24, 617 lbs	981 lbs

Dairy Herd Milk Production Records Kings County 2008 (7).

### **Various Publications**

*Advertising does cost money, however it is seldom a waste.* New buyers and direct sales become more available with good advertising. The goal is to target

industry professionals as well as generate interest from other breeders. It is important to determine what type of budget you are working with because that will dictate the type of publication to advertise in and how often you do so. "There are two types of advertising to be put into industry publications: the "image ad" and the "cattle for sale ad" (3). When designing these ads, advertising professionals suggest being careful not to clutter the page with too many pictures, and logos. The "advertisements should attract the reader's attention by being simple, direct, unique, and clean" (3). For the image ad, one area should be showcased such as elite cow families, performance on those families and special recognition and achievements. These are often recycled for several issues of the advertisement to emphasize the message.

With the cattle for sale ad, "you want to create an immediate interest for an upcoming sale" as suggested by Driver, Dunklee, Payne, and Shultz (3). Preferably with a photo of the actual consignment, dam, or even grand dam. The buyers want to see what they are purchasing. However, do not compromise the sale with issuing a picture of poor quality just for the sake of having a picture. In addition to the photo, there should be sire information, production records, and classification score. However, remember to not be excessive. Finally, always be sure to have contact information somewhere on the ad so that prospective buyers can contact the consigner with any questions (3).

## Challenges of Recruiting

*Cost, location, student involvement, and majors offered are vital.* These factors all play a major role when individuals are selecting the college of their choice. It is the Universities goal to interest the perspective student and entice them to join their college community. Cost of recruitment has a huge impact on the ability to recruit the best individuals. With the current dairy and state economic situation, students are choosing less expensive routes such as attending junior colleges to cut down on four year university expenses, and costs of housing. Accommodating students as much as possible, when funds are available, by offering scholarships and other forms of financial aid is important. This not only financially aids the student but also makes them aware that the university is doing all they can to provide for their financial need. As seen below in Figure 1, there has been an increase in overall cost of attendance at Cal Poly. However this has not yet had a negative effect on the total enrollment for the university. Figure 2 illustrates the steady rise in our enrollment numbers.

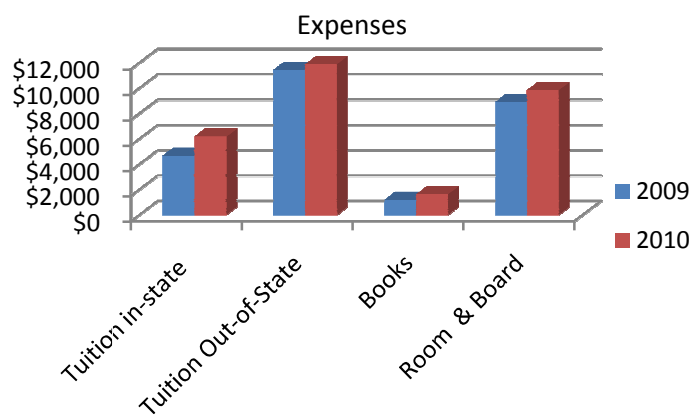


Figure 1. Cal Poly Cost of Attendance (1).

Cal Poly is well known for its “hands on” learning in its College of Agriculture, Food and Environmental Sciences. In recruiting students to enroll in the university and to be a part of the College of Agriculture, there is a certain target demographic. For example, the Cal Poly Dairy Science Department is the largest student run dairy in the nation and about 70% of the cows in California are managed by Cal Poly alumni. These are two statistics that are used in the recruiting process to target dairy focused individuals seeking a career in the dairy industry.

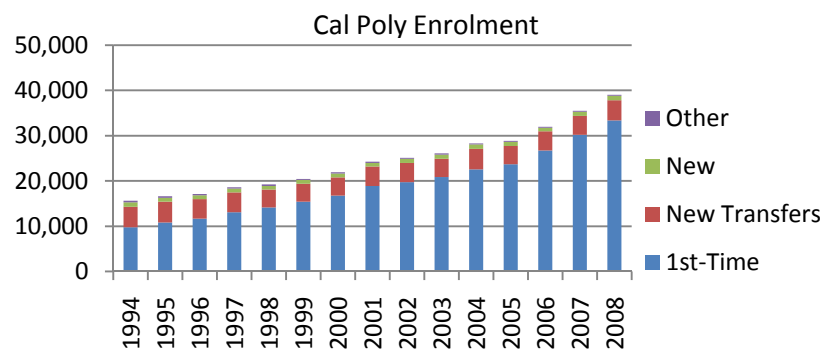


Figure 2. Total Applications. Cal Poly 2008 Fall Census (6)

Over the last 14 years, Cal Poly enrollment has been steadily increasing. Cal Poly’s “Learn by Doing” motto has been credited as the cornerstone and foundation of its success. With this hands on student involvement, Cal Poly applies this motto by giving students the opportunity to work with faculty both with study and employment opportunities. Cal Poly is located on the picturesque central coast, and there are many attractions for students to engage in. Touring the beautiful wine country, visiting Hearst Castle, and being minutes away from three different beaches

are examples. In addition, Cal Poly offers a Dairy Science major with two concentrations; Husbandry and Processing. This allows students to explore the different aspects of the industry.

## METHODS AND MATERIALS

### Photo

*Permit Acquisition.* The author contacted Joseph Woods, Director of Recreation and Parks for the city of Morro Bay, explaining the nature of the event and its purpose for promoting and advertising the Cal Poly Dairy Science Department and its students. Among other conditions for approval, the author needed to obtain Liability Insurance from Cal Poly naming the city of Morro Bay additionally insured. The author then contacted David Carroll, Risk Manager at Cal Poly. He then issued the proper insurance information to Morro Bay. Copies of the correspondence are listed in the appendix. The author was then issued a permit number and approval page which had to be present at the photo shoot.

*Student Selection.* The author spoke to Dr. Stan Henderson's introductory class to recruit students to be involved with the photo. Students supplied their email addresses and emails were sent to those students explaining what would be required. Eleven students were selected to be in the photo.



Figure 3. Cal Poly students who participated in the photo shoot.

*Photographer.* The author contacted photographers still in San Luis Obispo to determine what would be the most economical and professionally done. Tom Meinhold was the photographer selected because he has done work for the Cal Poly Dairy Science Department in the past and was knowledgeable about photographing livestock.

*Cattle Selection.* With the help of Dr. Stan Henderson and Rich Silacci (Herdsmen), the author was able to select two of the best heifers at the dairy, not only genetically but confirmation was considered as well. These heifers have the potential to be used for embryo work in the future.

*Preparation.* The author body clipped the heifers and “roughed out” the top-lines on the first day of preparation. Then on the afternoon of the event the heifers were brought up to the show barn where they were washed and were prepared as they would be at a show. The author collected the material that would be needed for final preparation of the heifers at the photo shoot.



Figure 4. Clipped Heifer.

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*Transportation and Photo Shoot.* Rich Silacci transported all of the cattle to Morro Rock using Cal Poly's truck and trailer. Students provided their own transportation. Once at Morro Rock students walked the heifers onto the beach along with the grain buckets, blanket, etc. Tom Meinhold took test pictures of the Dairy Judging Team as a practice for the actual photo. He then correctly positioned the students in front of the rock and waited for the sun to set.

*Photo Selection.* An appointment was made with Tom Meinhold to choose a photo for the contest. The author, along with Dr. Henderson met with Mr. Meinhold to edit the photos that would be used for the contest as well as other recruiting programs. The cost of the photographer was \$125 per hour. The total cost amounted to roughly \$553 once the editing was complete, and extra prints were made.



Figure 5. Sample shot of the final photo.

*Submission.* The theme for the 2010 College Directory is “The Dairy Industry.com”. Applicants were to keep in mind, “With a strong emphasis on social media and reaching consumers through network channels like Facebook and Twitter, how does the dairy industry interface with the general public to get the most effective messages heard? (5). To best incorporate the theme into the photo, the author chose to have the 1987 Issue of *Holstein World*, which had Cal Poly on the cover, in the photo as well as students holding lap-top computers to show how they stay connect via the internet and various social networks. With the help of the photographer, the author came up with the title “Our Home Office”. Along with the photo, a 250 word write-up was submitted that described the photo and how the students at Cal Poly stay connected with the consumers through the use of social media such as Facebook. A copy of the write-up is listed in the appendix. *Holstein World* provided the photo contest informational flyer, application form for the photo requiring the date the photo was taken as well as who took the photo, and finally a flyer on university information.

### **Ad/Website**

*Obtaining Information.* With the use of Dairy Comp 305, the author obtained all of the production records and classification scores for the cows that were used in the ad as well as the website. Rich Silacci provided the embryo information and the author sorted through the most recent records to provide an accurate embryo

count. The author also selected the 2009 World Dairy Expo Dairy Cattle Judging Team picture to be in the ad.

*Organization.* The ad was designed to showcase the embryos Cal Poly has available for purchase so the author came up with the title “FOR PEDIGREE, PERFORMANCE, PRODUCTION, AND PROFIT; CAL POLY”. The author communicated her requests for the ad to Carol Moyer, Livestock Sales/Associate Editor at *Holstein World*, who designed the layout. The author, Dr. Stan Henderson, and Carol Moyer kept in contact via email, viewing proofs until the final one was selected. This ad will appear in the *Holstein World* College Directory in December 2009.

## RESULTS AND DISCUSSION

The photo entered in the *Holstein World* collegiate photo contest was selected the winner and will be issued on the front cover of the *Holstein World* in December 2009. In addition, it will be included within the magazine along with the 250 word write-up. The top five photos are included on one page as well. A copy of the picture can be seen in the appendix. The ad that was created to showcase the embryos that the Cal Poly dairy has available for purchase, as well as recognizing the 2009 Senior Dairy Cattle Judging Team that competed at World Dairy Expo. This will also appear in that same issue and can also be seen in the appendix. The website was updated the first part of October by removing out-dated material. This will be updated again at the end of the quarter once there are updated photos of the individual cows. The website will showcase Cal Poly's most recent flush cows, and embryo purchasing opportunities for both the Holstein and Jersey herd. The ad will be printed and used as a hand out flyer for upcoming industry events.

The Holstein industry offers a wide range of job opportunities to young, aggressive dairy enthusiasts. With the advertisement in the *Holstein World*, which is a major Holstein publication, individuals may recognize the countless opportunities in being involved with the registered Holstein cow. Cal Poly should strive to be a part of the *Holstein World* College Directory every year for promotional purposes to

attract potential students, as well as the marketability of the cows and legendary genetics at the Cal Poly Dairy.

## CONCLUSION

Promotion and advertising is a key aspect in a successful dairy operation. It allows for elite cows, offspring, and students to be showcased not only locally but nationwide. It has the potential of allowing other industry professionals to invest in the quality genetics being advertised. With the various advertisement and promotional material that the author has put together, Cal Poly and its state of the art educational dairy science program is quite often a college bound student's number one choice.

These advertisements will also be used to showcase the tremendous quality of genetics that the Cal Poly dairy has and will help the herd become more nationally recognized for developing superior dairy cattle. The promotional material created from this project will be used to attract current and future donors to the Cal Poly Dairy Science Program, potential cattle buyers, and provide information informing Cal Poly alumni. By having advertisements in major dairy magazines and other publications, such as *Holstein Word*, it will increase the positive image that Cal Poly has. This will in turn attract college bound students to the Dairy Science Department at Cal Poly.

## REFERENCES

- 1 Cal Poly State University, August 14, 2009. Cost of Attendance.  
[http://www.ess.calpoly.edu/\\_finaid/coa0910.htm](http://www.ess.calpoly.edu/_finaid/coa0910.htm). Accessed October 25, 2009.
- 2 Dairy Comp 305. 2009 Cal Poly Foundation Herd Records. San Luis Obispo, California. October 15, 2009.
- 3 Driver, K., K. Dunklee, B. Payne, S. Shultz. 2006 Holstein Foundation. Dairy Cattle Marketing. October 20, 2009.
- 4 Henderson, Dr. Stan. 2009. Personal Communication. Cal Poly, San Luis Obispo, California. September 20, 2009, October 5, 10, 12, 17, 24, 30, 2009, November 5, 12, 21, 2009.
- 5 *Holstein World*. 2009. College Directory. [www.holsteinworld.com](http://www.holsteinworld.com). October 25, 2009, November 30, 2009.
- 6 Institutional Planning & Analysis, Cal Poly State University. 2006. Fall Census Enrollment Info Brief.  
[http://www.ipa.calpoly.edu/info\\_brf/064\\_2rev.pdf](http://www.ipa.calpoly.edu/info_brf/064_2rev.pdf). Accessed October 25, 2009.
- 7 Kings County Dairy Herd Improvement Association. 2008 Kings DHIA. October 26, 2009.
- 8 Moyer, Carol. 2009. Personal Communication. October 21, 2009, November 11, 2009.

## **APPENDIX**



**Permit Contract****Morro Bay Recreation and Parks Department**

1001 Kennedy Way  
Morro Bay, CA 93442  
Phone: (805) 772-6278  
FAX: (805) 772-2693  
Email: recinfo@morro-bay.ca.us

**Permit #2009, Approved**

Oct 16, 2009 9:16 AM

Customer Type: Non-profit

Prepared By: Dana Swanson

Agent: Stan Henderson  
Cal Poly Dairy Science  
1 Grand Ave.  
San Luis Obispo, CA 93401

Home: (805) 756-6112

Charges	Taxes	Discounts	Total Charges	Total Payments	Refunds	Balance
0	0	0	0	0	0	0

**RESERVATIONS**

Event		Resource	Center
Promotional Media for Cal Poly Dairy Science Type: P.A.U.P. Attend/Qty: 15		Morro Rock	Parks Varies Morro Bay, CA 93442 (805) 772-6278
Days Requested	Event	Duration	Event
Day	Date	Begins	Ends
Tuesday	Oct 20, 2009	5:00 PM	3 hours
Oct 20, 2009 at 8:00 PM			
Question		Answer	
Will alcohol be served or sold?		no	
Will there be a Bounce House?		no	
Is electricity required for your event?		no	
Will you have live music?		no	
Are Security Guards required during this event?		no	
Summary		Notes	
Total Number of Dates: 1 Total Time: 3 hours		Cal Poly Dairy Science Department Senior Project to photograph cows in front of Morro Rock. Student: Nisa Gallichio - Phone #209-769-6882 Professor: Stan Henderson - Phone #805-756-6112	

## **DISCLAIMERS**

I hereby accept this Reservation Permit for the use on the date, between the hours and at the facility as shown above and have received, read, understand and agree to abide by the Rules and Regulations now in effect, and further agree to abide by all applicable ordinances, regulations and laws of the State of California and the City of Morro Bay, present and future, and further agree as follows:

1. To be responsible to the City of Morro Bay for any damage to equipment or facilities beyond reasonable wear and tear.
- 2 That an ABC Liquor License, Health Department Permit, Security Contract and Insurance Certificate, if required, will be provided and approved by the City of Morro Bay Recreation and Parks Department prior to this permit becoming effective.
3. That City Park day use hours are from 7 a.m. to sunset.
4. That permittee is responsible for leaving reserved area clean and free of litter.
5. That staples and tacks in tables, trees and benches are prohibited.
6. This Permit is subject to all conditions set forth in exhibits attached hereto.
7. Should any questions arise during the event, please contact the Recreation & Parks Department at 772-6278 Monday through Friday, 8 a.m. to 5 p.m. After regular business hours, please contact Morro Bay Police Dispatch at 772-6225 and they will forward your concern to the appropriate personnel.

APPLICANT'S NAME (Please  
Print): \_\_\_\_\_

APPLICANT'S

SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

# CAL POLY

California Polytechnic State University  
San Luis Obispo, CA 93407

Contract & Procurement Services  
(805) 756-2232 • (805) 756-6500

October 14, 2009

City of Morro Bay  
Joseph Woods, Recreation and Parks Director  
1001 Kennedy Way  
Morro Bay, CA 93442

**Subject:** *California Polytechnic State University Indemnification and Self Insurance Provisions relative to facilities use of the Morro Rock area for a Dairy Science Department promotional photograph. The exact timing of the event will depend on weather conditions and tide. The window of opportunity for the photography will be October 20 to October 22, 2009 at low tides.*

*California Polytechnic State University agrees to protect, indemnify and save harmless the legal entity identified above, its public officials, directors, officers, employees, representatives, agents, and volunteers from and against all claims, demands and causes of action by employees or third parties on account of personal injuries or death or on account of property damages arising out of the use of the facilities by California Polytechnic State University hereunder and resulting from the negligent acts or omissions of California Polytechnic State University, agents, employees, students, volunteers or subcontractors.*

California Polytechnic State University participates in the California State University Risk Management Authority to finance losses through retention and insurance related to property, liability and personnel. This program is described below:

The State of California has elected to be self-insured for its general liability, vehicle liability, workers' compensation and property exposures. The CSU is self-insured through the California State University Risk Management Authority (CSURMA). CSURMA is a joint powers authority formed by the Board of Trustees in accordance with California Government Code § 6516.9. As a State agency, the California State University, Office of the Chancellor, the Trustees, and its system of campuses (including California Polytechnic State University, San Luis Obispo) participate in this self-insured program.

The Office of Risk Management in the Chancellor's Office administers the general liability, property and workers' compensation programs through the California State University Risk Management Authority (CSURMA). The State Office of Risk and Insurance Management administers the motor vehicle liability program.

Under this form of insurance, the State and its employees (as defined in Section 810.2 of the Government Code) are insured for any tort liability that may develop through carrying out official activities, including state official operations on non-state owned property.

Should any claims arise by reason of such operations or under an official contract or license agreement, they should be referred to the State Board of Control, State of California, Tort Liability Section, 1515 K Street, Sacramento, CA 95814. Any claims regarding property are to be referred to the California State University, Risk Manager, 400 Golden Shore, Suite 210, Long Beach, CA 90802.

Thank you for your assistance with this effort. Should you have any further questions or requirements, please do not hesitate to contact my office.

Sincerely,



David Leo Carroll, Risk Manager  
805-756-6666