

Memoirs of a Dairy Goddess

With the age of social media it seems like everyone is taking advantage of this new platform to get their messages out. From activists to food lovers, the videos, blogs, and Twitter pages are endless. The agriculture industry, however, seems to be a little late to the party as usual. There is always an exception to the rule and at Agriculture Communicators of Tomorrow's February meeting Cal Poly students got to meet one.

Barbara Martin is a third generation dairy farmer in California who happened to marry a third generation dairy farmer. Barbara's family milks nine hundred dairy cows on two hundred acres where they also grow livestock feed such as baled hay. With legislations encroaching on productions and bias in the media against agriculture and the dairy industry, Barbara felt like there was nothing she could do to make a difference. She thought blogs were a great outlet for getting her message out there but did not want to sound like a "dumb bunny" from a farm. She started blogging first to the agriculture industry, but it quickly caught on. She came up with the name "Dairy Goddess" on Twitter and soon the whole world was reading her blogs and watching her videos.

Barbara's videos told about her life on a dairy farm and the things she and her family did every day. Her videos often featured a very special cow named Chicka. Viewers became especially attached to Chicka and loved to hear how she was doing. When Chicka was expecting her first calf everyone logged in for updates and were waiting for the big day. When news of Chicka's lost calf got out, tons of fans commented and wrote Barbara. Chicka had become a part of thousands of family's across the world and everyone felt her pain.

Barbara Martin, AKA "Dairy Goddess," has reached people all across the world and touched thousands of hearts with her stories of life on a dairy farm. Her dedication to the industry has lead to many improvements, like maintaining the Milk Pull Program. Barbara Martin is a great example of how social media and a little bit of perseverance can go a long way in generating awareness and improving our world.