Social Media Toolkit: Share the Nutrition

Tagline: Share dairy. Share nutrition. Strengthen communities.

Overview

Share the Nutrition is an IDFA-led campaign launching on Hunger Action Day, September 29, and running through December 31, 2026, to mobilize dairy companies around hunger relief, nutrition access and community impact.

The campaign will use the fall giving season to highlight the significant need facing food banks and hunger-relief organizations, demonstrate the important role dairy foods can play in helping families access nutritious foods, and give IDFA members clear ways to take action—through dairy supply partnerships, product and financial donations, volunteerism, local relationships and support for IDFA Foundation activities.

IDFA will lead campaign communications, member engagement and storytelling. The IDFA Foundation will be promoted as a key platform for charitable action, giving members concrete opportunities to serve, donate and support hunger-relief partners.

By bringing these efforts together under a common industry campaign, IDFA can make dairy's collective community impact more visible, encourage greater engagement among companies of all sizes, and reinforce dairy's important role in nutrition, health and strong communities.

Core Message

Food insecurity remains widespread across the United States, and rural communities face distinct pressures. Feeding America estimates that 47.9 million people experienced food insecurity in 2024, while 85% of counties with the highest food insecurity are rural. At the same time, dairy companies are already helping nourish communities nationwide through food-bank supply relationships, product donations, financial support, volunteerism and other partnerships.

Launching on Hunger Action Day and continuing through year-end, Share the Nutrition will challenge dairy companies to expand that impact—and make it more visible. When the dairy industry helps put nutritious foods within reach, it strengthens communities and demonstrates through action the important role dairy can play in nutrition and health.

Key Supporting Messages

- Food insecurity is widespread. An estimated 47.9 million people in the U.S. experienced food insecurity in 2024, a national rate of 14.4%.

- USDA reported that 18.3 million U.S. households were food insecure at some point in 2024, including 7.2 million households experiencing very low food security.
- Rural hunger is especially acute. Feeding America's 2025 Map the Meal Gap found that 85% of counties with the highest food insecurity are rural, and more than 80% of counties with the highest child food insecurity rates are rural.
- Lower wages, longer travel distances, fewer grocery options and higher transportation costs can make food access harder in rural communities—even in communities that help produce the nation's food.
- People facing hunger want access to nutritious foods. Fresh produce, protein and dairy are among the foods most requested by neighbors turning to food banks and pantries.
- Food banks are not only recipients of donated product; many purchase food to meet consistent demand. Dairy companies should consider food banks as potential customers and long-term supply partners, in addition to donation partners.
- IDFA members of all sizes already have significant hunger-relief and community impacts. Share the Nutrition will help connect, grow and amplify those efforts.
- Every product donation, food-bank supply relationship, volunteer shift and community investment can help make nutritious foods more accessible—and reinforce dairy's role in nourishing people and supporting healthy communities.

Sample Social Media Posts and Graphics

Post #1

Today is #HungerActionDay—and America's dairy community is ready to #ShareTheNutrition.

An estimated 47.9 million people in the U.S. experienced food insecurity in 2024. From today through year-end, IDFA is calling on dairy companies of every size to help expand access to nutritious foods through supply partnerships, donations, volunteerism and support for hunger-relief organizations.

Share dairy. Share nutrition. Strengthen communities.

Post #2

Hunger reaches every part of America, but rural communities face distinct pressures.

Feeding America's 2025 Map the Meal Gap found that 85% of counties with the highest food insecurity are rural—and more than 80% of counties with the highest child food insecurity rates are rural.

For an industry deeply rooted in communities across America, that is a call to action.

#ShareTheNutrition

Post #3

People facing hunger want access to nutritious foods.

Fresh produce, protein and dairy are among the foods most requested by neighbors turning to food banks and pantries.

That gives America's dairy industry an important opportunity to put nutrition into action—by helping make dairy foods more accessible in the communities we call home.

Share dairy. Share nutrition. Strengthen communities. #ShareTheNutrition

Post #4

We can talk about dairy's nutrition. We can also show it.

Every dairy supply partnership, product donation, volunteer shift and community investment helps make nutritious foods more accessible—and demonstrates the role dairy can play in nourishing people and supporting healthy communities.

Before the year ends, tell IDFA how your company is helping #ShareTheNutrition.

Download these shareable graphics





