



# Smart Barns = Healthy Cows

**Imagine:** You and your classmates are the hosts of a popular streaming show where you buy old buildings, update them with sustainable modern technology, and then resell them for a profit. You just got your next challenge — a dairy barn!

## 1. Background Research

Start by reading about the technologies used to make dairy barns more sustainable: [americandairy.com/sustainability/technology-role-in-sustainability/](http://americandairy.com/sustainability/technology-role-in-sustainability/).

## 2. Plan Your Upgrades

Divide into groups of 3-4 students and choose 3 technologies to include in your remodel. Use the sources noted to help you. Some elements to consider:

- The barn is in the Northeastern U.S., so cows will need to be kept warm in winter and cool in summer. ([americandairy.com/dairy-diary/dairy-farmers-help-cows-stay-cool-from-summer-heat/](http://americandairy.com/dairy-diary/dairy-farmers-help-cows-stay-cool-from-summer-heat/))
- The location is part of the Chesapeake Bay watershed ecosystem. Read more here and consider which approaches might benefit your plan. ([americandairy.com/sustainability/dairy-and-the-environment/](http://americandairy.com/sustainability/dairy-and-the-environment/) and [americandairy.com/trees](http://americandairy.com/trees))
- Cows will need access to food, water, and twice-daily milking. You will need to think about bedding materials and cleaning out waste. ([americandairy.com/dairy-diary/4-recycled-bedding-options-good-for-cows-environment/](http://americandairy.com/dairy-diary/4-recycled-bedding-options-good-for-cows-environment/))



Adon Farms of Parishville, N.Y., and the Gilbert Family focus on technology to help keep their cows healthy and comfortable.

## 3. Sell It!

Use the space at right to explain which technologies you chose and why. Include any benefits for the cows and the environment, as well as community and economic interests.

**Now** write a tagline and sales copy for your real estate listing. On the back of this sheet, cite any sources you used in your research. Here is an example:

**Tagline:** High-Tech & Happy: Move-In-Ready Barn Is Modern & Sustainable

**Sales Copy:** Newly renovated barn has scores of upgrades to keep your costs low and your cows thriving! This farm has been modernized to be more efficient and environmentally sustainable, with...

1. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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 \_\_\_\_\_

**Our Tagline:** \_\_\_\_\_  
 \_\_\_\_\_

**Our Sales Copy:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



Local milk is available 365 days a year.



AMERICAN DAIRY ASSOCIATION NORTH EAST



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