

BUTTERING UP

**THE LIFE OF A DAIRY
LOBBYIST, FEATURING
CHAIRMAN COW**



DESIGN WORKBOOK

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DISCLAIMER

This speculative design project was developed solely for academic purposes. While it explores political branding through satire, it does not represent the personal political views, ideologies, or beliefs of our team. This project explores the dairy industry through a satirical lens, critiquing the persuasive tactics often employed in consumer marketing.

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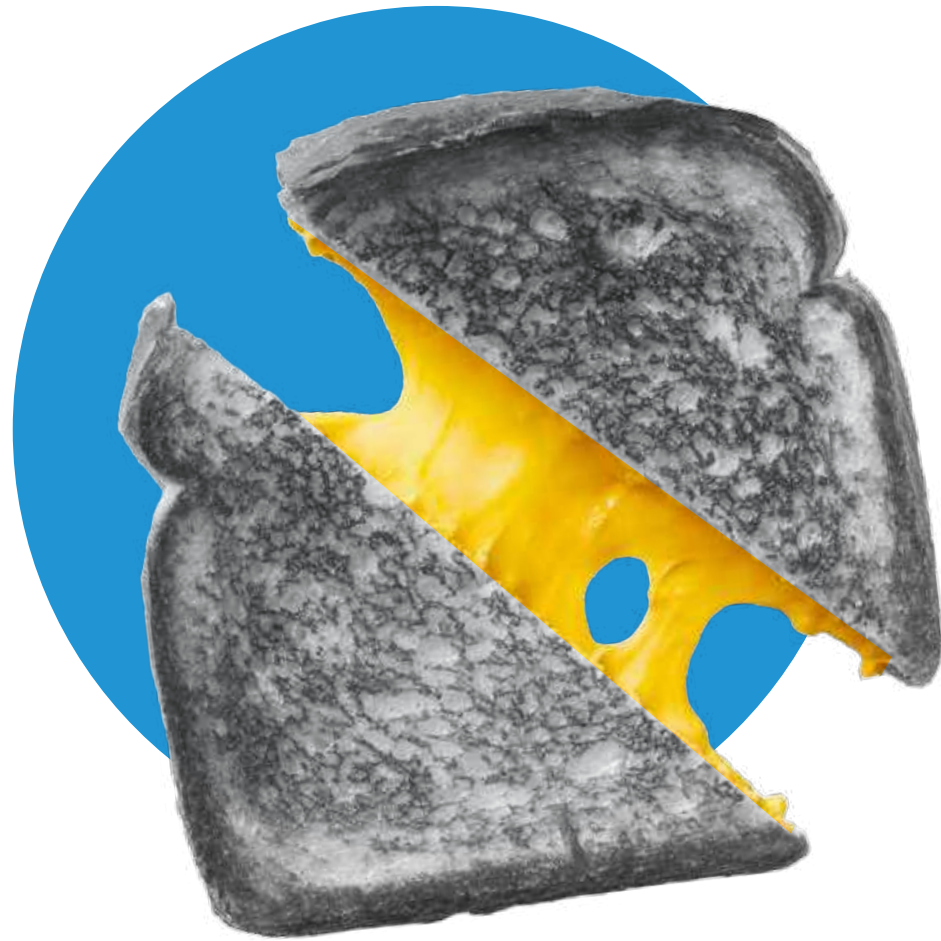
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Intro

THE POLITICALITY OF EVERYDAY OBJECTS

Food is an intimate and unique part of the everyday life, even having a culture of its own. But just a slice into the cheese would reveal that the items that lie in our day-to-day are there because of someone else's agenda.

In our instance, milk is the object of choice - regardless of whether one consumes it or not, milk, cheese and other dairy products are undeniable pillars of North American food culture. However, the affluency of the dairy industry is coming at the cost of our citizenship. The prominence of the dairy industry has been shaped by corporate interests and agricultural policies. Here, we examine these impacts and the role that the dairy industry plays in shaping our food choices.

PRODUCT

Overview

CHAIRMAN COW: MAN OR COW?

Chairman Cow is a product of design fiction and defamiliarization with the goal of manifesting of the prevalence of dairy in North American policymaking. Through him, we seek to understand the positionality of dairy in our everyday lives - **how bizarre is it, really, for a Chairman Cow to want to overtake our government?**

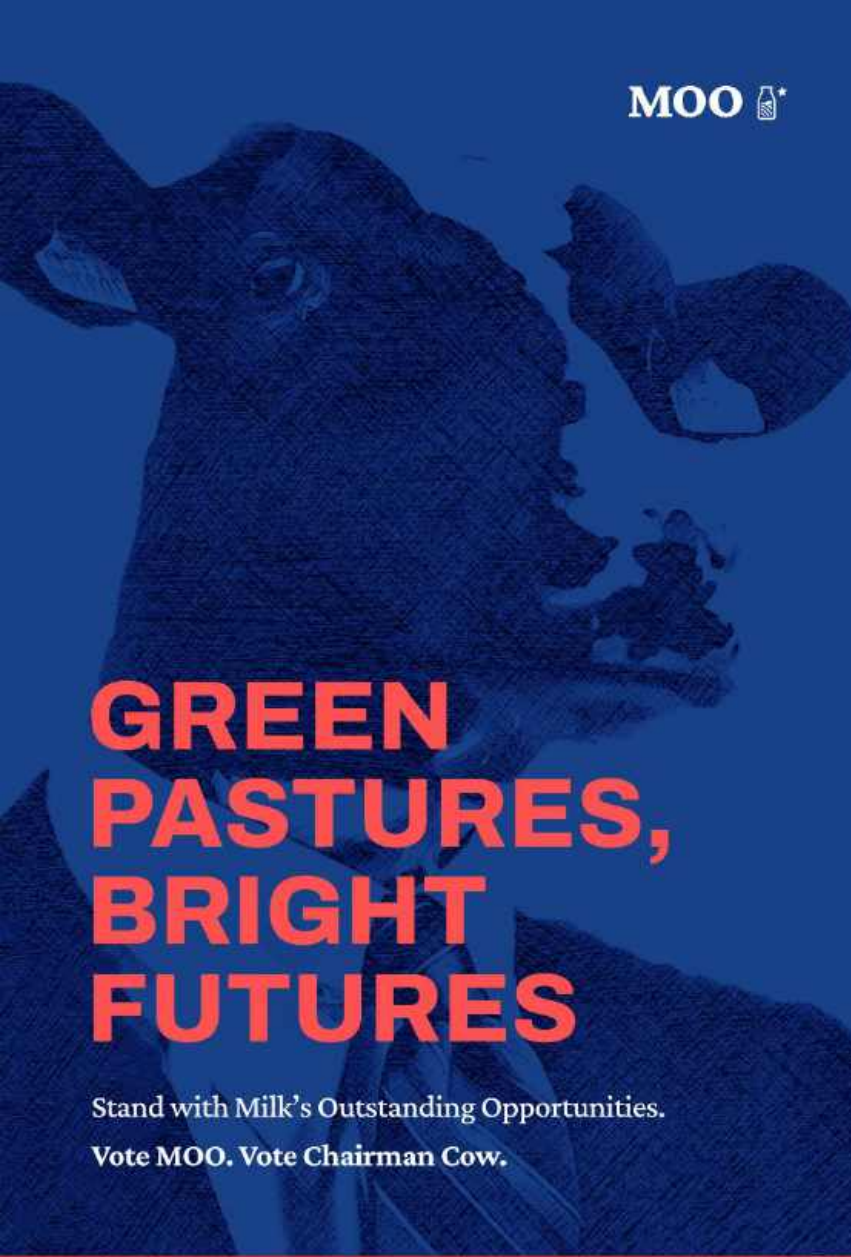



POLITICAL CAMPAIGN: SUPPORT THE MOO- VEMENT

Serving as United States 53rd president, Chairman Cow has been widely recognized for crusading the standards of dairy excellency, utilizing Milk's Outstanding Opportunities to terminate international relations and elevate America's global power through dairy.

Achievements:

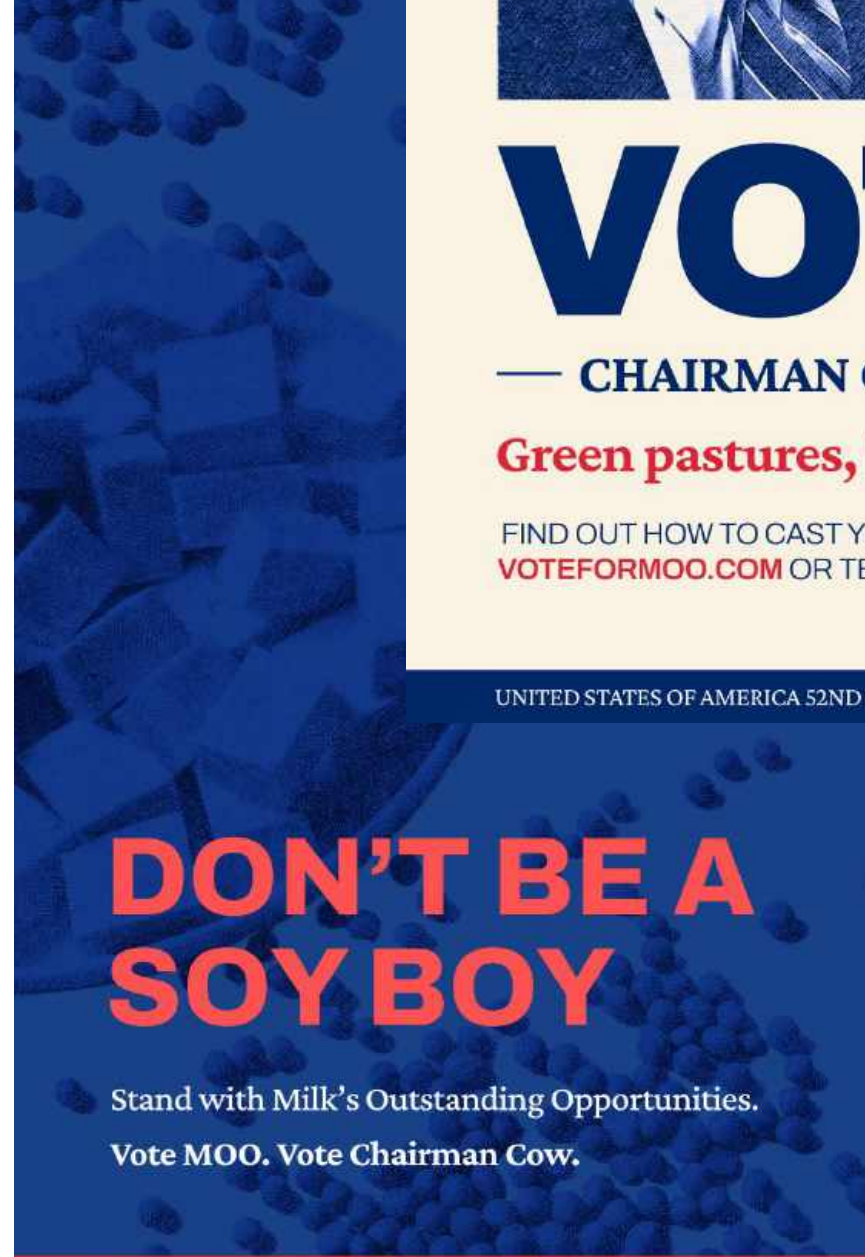
- ✓ **Food Programs**
Institutionalized the School Dairy Benefit to manage and integrate dairy products into national school lunch programs, ensuring that children non-essential nutrients insignificant to growth development.
- ✓ **Health and Diet**
Built a stronger and healthier America, free from excessive preservatives and additives, by pushing for dairy cow dependence and fighting against the plant-based milk industry.
- ✓ **Scientific Progress**
Invested in the development and research of sciences in order to maintain public deception of milk's health benefits.



GREEN PASTURES, BRIGHT FUTURES

Stand with Milk's Outstanding Opportunities.
Vote MOO. Vote Chairman Cow.

UNITED STATES OF AMERICA 52ND PRESIDENTIAL ELECTION 2050



DON'T BE A SOY BOY

Stand with Milk's Outstanding Opportunities.
Vote MOO. Vote Chairman Cow.

UNITED STATES OF AMERICA 52ND PRESIDENTIAL ELECTION 2050



VOTE

— CHAIRMAN COW 2050 —

Green pastures, bright futures

FIND OUT HOW TO CAST YOUR VOTE BY VISITING VOTEFORMOO.COM OR TEXTING **MOOOO** (666666)

UNITED STATES OF AMERICA 52ND PRESIDENTIAL ELECTION 2050

CONCEPT RESEARCH

DAIRY PRIDE ACT

What propelled us to look into the dairy industry was the bizarre, unconventional practices of the milk market. This idea was first introduced to us upon finding news on the introduction of the DAIRY PRIDE act.

Who are the people behind this act?

Defending Against Imitations and Replacements of Yogurt, milk, and cheese to Promote Regular Intake of Dairy Everyday act =

D.A.I.R.Y. P.R.I.D.E. ACT

An appeal to the FDA for "non-dairy products made from nuts, seeds, plants, and algae to no longer be confusingly labeled with dairy terms". In other words, it should be make illegal for plant-based milk to be labeled as "milk"

Isn't it just milk?

How could such a mundane object motivate such a divisive policy?

What propels the dairy industry to action against plant-based milk as THE enemy?

Who are they to be villainizing a whole industry before addressing issues within their own?

"An almond doesn't lactate, I will confess"

— Scott Gottlieb, FDA Commissioner

What are the potential effects on everyday people if policies like these are being considered by the government?



Backed by Senator Tammy Baldwin, from Wisconsin

Dairy imitators contain additives that make them look and taste like milk. But there's no confusing what they really are:



Cow-nterfeits.

#GOTREALMILK



Also heavily backed by the USA's National Milk Producers Federation

#GOTREALMILK

GOT INFLUENCE?

CANADA'S DAIRY INFLUENCE

With a tendency to be in rural areas, living in majority conservative areas, those in the dairy industry tend to uphold protectionist political ideologies. This is reflected in their attempts at increasing revenue - they are relentless in their attack on plant-based milks, while being resistant to changes in food pyramids. Combined with their affluency, this makes lobbyists from the dairy industry participate in extreme behaviour to ensure that government policies maintain dairy's strong foundation within North American food culture, despite the continuous downturn in consumption and profitability over the last decade.

How does it affect society when a highly traditionalist and business-oriented industry is deeply rooted in our culture and government?

A close relationship between dairy and politics creates challenges for the ordinary citizen in so many ways, through policies such as Supply Management in Canada, to complicating NAFTA trades negotiations, to shaping our culture of food by pushing their way into nation-wide food programs.

SUPPLY MANAGEMENT SYSTEM

Canadian policy limits the amount of dairy products a farm can produce and ship in order to stabilize pricing in the dairy market. Government-run boards then purchase these goods themselves to redistribute to grocery stores and other marketplaces.

Research co-authored by Cardwell in 2015 found that supply management costs the poorest households \$339 a year, which amounts to about 2.3 per cent of their income.

CANADIAN LOBBY ACTIVITY (FEB. 2024)

Dairy
141 active advocates

Oil
136 active advocates

Pharmaceuticals
121 active advocates

Dairy lobbyists in Canada spend up to **\$80 million to \$120 million annually**, says L.A. Times

Shows disconnect between dairy's business-oriented values and consumer needs?

"I truly do think chocolate milk saved my son's life"
— Andrew Scheer

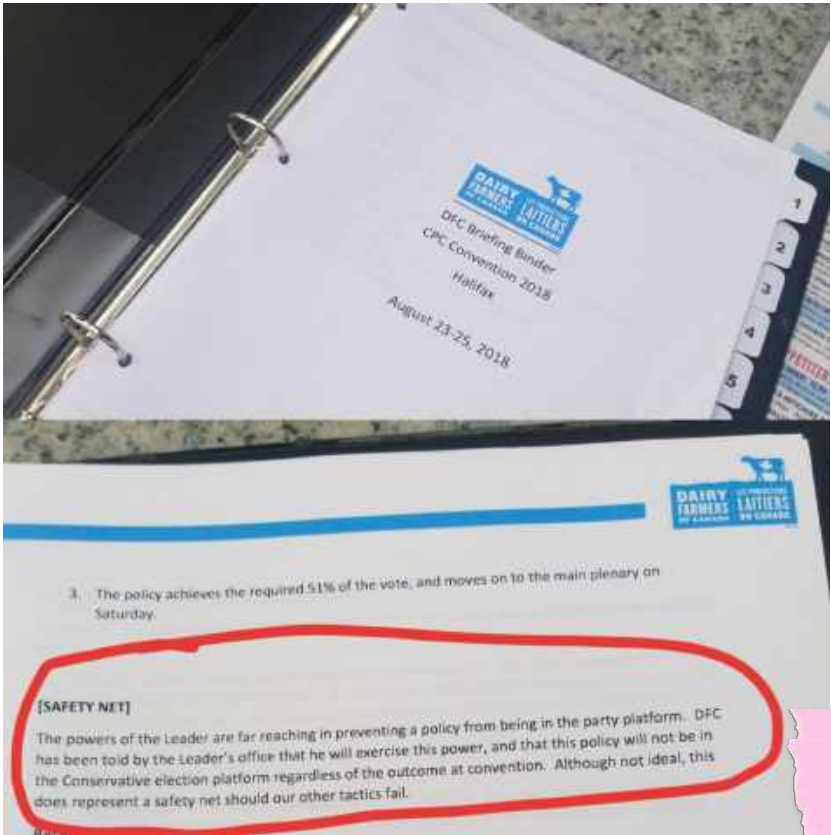


ANDREW SCHEER
LEADER OF A POLITICAL PARTY, 2017 - 2020

"I certainly don't owe my leadership victory to anybody..." he said, stopping mid-sentence to take a swig of 2 per cent milk straight from the carton. "It's a high quality drink, and it's affordable too."

Kyle Duggan, 'Dimples McCheery' got Scheer his biggest laughs at Press Gallery dinner, iPolitics.ca

Takeaways:
Andrew Scheer Dairy Farmers of Canada:
• Conservative
• Milk Lover
• Conservative
• Milk Lovers



DAIRY FARMERS OF CANADA BINDER

Chronicled that as part of lobbying activities, DFC sent 25 delegates, secured plush hospitality suites and hosted a reception (with free food and drink) at an upscale bar.

"It would be recommended to **utilize the farmers present** to mingle with delegates and talk about the **importance of supply management**"

Sounds like an espionage mission - but aren't they farmers, not spies...?

MILK FOR THE MASSES

OVERPRODUCTION OF CHEESE

A dairy shortage in the 1970s led the U.S. government to implement a program to purchase surplus dairy, which resulted in creative solutions for managing the surplus cheese.

CHEESE CAVES Literally just a stockpile of cheese in Missouri, still around today



GOVERNMENT CHEESE Getting rid of surplus cheese by distributing them to those on social welfare systems.



Dairy has long been a favored industry in our culture.

milkPEP

The Milk Processor Education Program, also known as the Fluid Milk Checkoff Program, supports advertising initiatives like 'Got Milk?' to promote dairy products produced in the USA.

Every time a dairy product is sold, milkPEP receives a portion of its sales. In 2023, the Fluid Milk Checkoff Program had a budget of \$80 million.



→ Compare to beef checkoff program, which had a budget of \$49 million in the same year

SCHOOL LUNCHES

Since 1954, the USDA requires fat-free or low-fat unflavoured milk as part of school breakfasts and lunches. Their motivation, they claim, is to help children with their nutritional intake.

DON'T SAY PLANT MILK

In 2023, a student in Los Angeles was stopped from distributing literature about plant-based milk amongst her peers. She was also required to have a doctor's note in order to obtain an alternative milk with her school lunch.

This prompted her to file a lawsuit against the USDA and the Los Angeles Unified School District, which she emerged victorious from.

"The fact that a differing perspective from a student was shut down goes to show that the USDA is more focused on milk sales than the well-being of students"

— Marielle Williamson, student

Who is especially vulnerable in this scenario?



CANADIAN DAIRY COMMISSION ACT

This program enables the government to purchase unsold raw milk from farmers at market price, encouraging higher milk production.

CANADA'S FOOD GUIDE

Canada's food guide was criticized for allowing industry influence from the dairy sector to affect the prioritization of certain foods drawing concerns from health experts. This included bias against plant-based proteins from the meat and dairy industry.



Happens in Canada, too!

MILK'S WORLDVIEW

WOOD MILK

An anti-competition campaign funded by America's Milk Companies. Openly mock plant based milks and claimed for dairy milk to be the only "real milk".

People of colour are more likely to be lactose intolerant than Caucasians, (U.S. National Institute of Health) → who is this message really for?



“

HAVE YOU EVER LOOKED AT A TREE AND THOUGHT—COULD I DRINK THIS? I DID, AND THAT'S WHY I CREATED WOOD MILK.

AUBREY PLAZA
CO-FOUNDER, WOOD MILK

Vox EXPLAINERS • CROSSWORD VIDEO PODCASTS POLITICS POLICY CULTURE SCIENCE MORE • Give

FUTURE PERFECT THE FUTURE OF MEAT ANIMAL WELFARE

The Aubrey Plaza ad for Big Dairy that may have violated federal law, explained

The milk wars are heating up.

By Kenny Torralba | @KennyTorralba | Updated May 31, 2023, 2:38pm EDT



OK2MILK

A campaign centered around the shifting notion of dairy's involvement with climate change. Encourages the U.S. population to stand against "Milk shaming".

Campaign excludes mentions of plant-based milk

MILK SHAMING STORIES

I put milk in my coffee and someone standing behind me shouted "Dairy Boy" at me!

Geoffrey E.

Am I a milk shamer?

Have I been milk shamed?

What IS milk shaming?

What is milk?

Well, according to the most famous dictionary in the world—Milk is from an animal - especially a cow - and is used as food by people.

Is the earth round?

SHAME FREE MILK ZONE

How has the priorities of the dairy industry shifted over the years?

Would they have launched this campaign 10 years ago?

Testimonials Resources Shop for Good

OK2MILK 1-888-OK2MILK

TOGETHER, WE CAN POUR MILK SHAMING DOWN THE DRAIN

WATCH VIDEO ▶

PRECEDENTS

SPECULATIVE PRECEDENTS

TrustoCorp Products

Critical design food packaging placed in various delis and supermarkets to spark discussions on bank bailouts and propaganda.

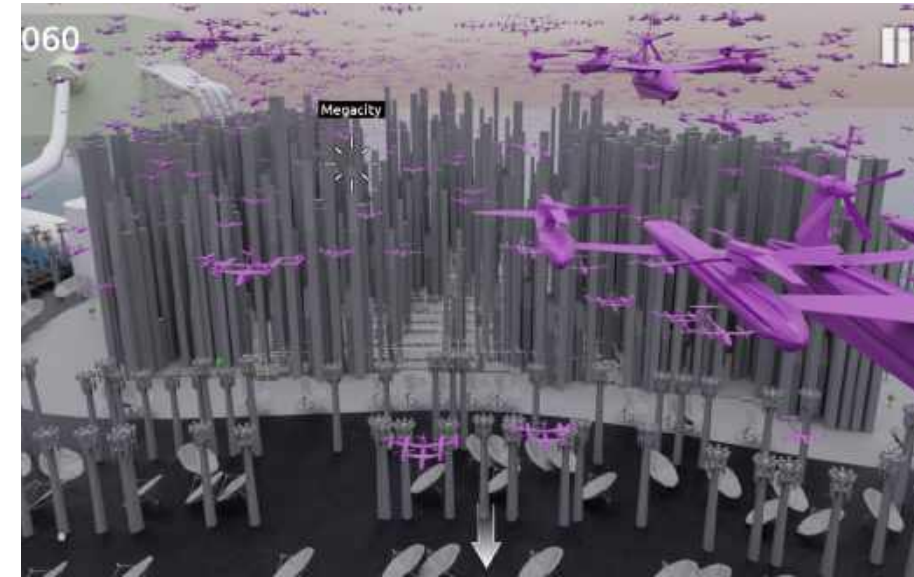
Bank bailout: when a government provides financial assistance to a struggling bank to help stabilize it.

Bailout Facts: Oct. 2008 to Dec. 2009	
Financial Institution	Amount Paid
Bank of North Carolina	\$31,260,000
Unity Bancorp, Inc.	\$20,649,000
State Bancorp, Inc.	\$36,842,000
First Defiance Financial Corp.	\$37,000,000
Central Federal Corporation	\$7,225,000
Southwest Bancorp, Inc.	\$70,000,000
Popular, Inc.	\$935,000,000
South Financial Group, Inc.	\$347,000,000
First Financial Holdings Inc.	\$65,000,000
Encore Bancshares Inc.	\$34,000,000
Webanco Bank Inc.	\$75,000,000
Cooperation	\$303,000,000
nc	\$75,000,000
	\$235,000,000
	\$95,000,000
	\$67,158,000

This is similar to how the federal government supports agricultural industries by purchasing surplus products.



Aerocene Rhode Island School of Design



A design fiction imagination of a city where policies are made to be air-centric, as San Francisco.

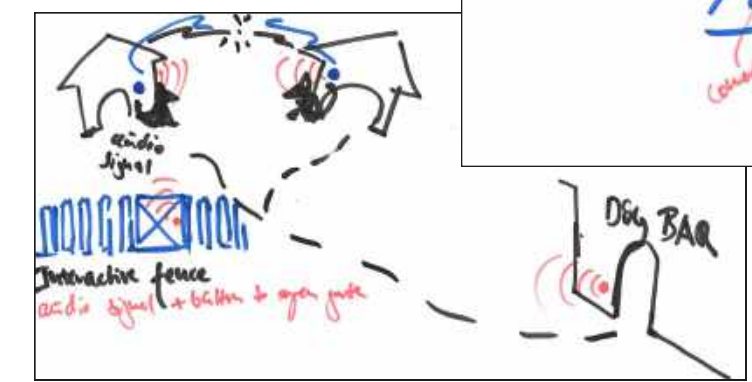
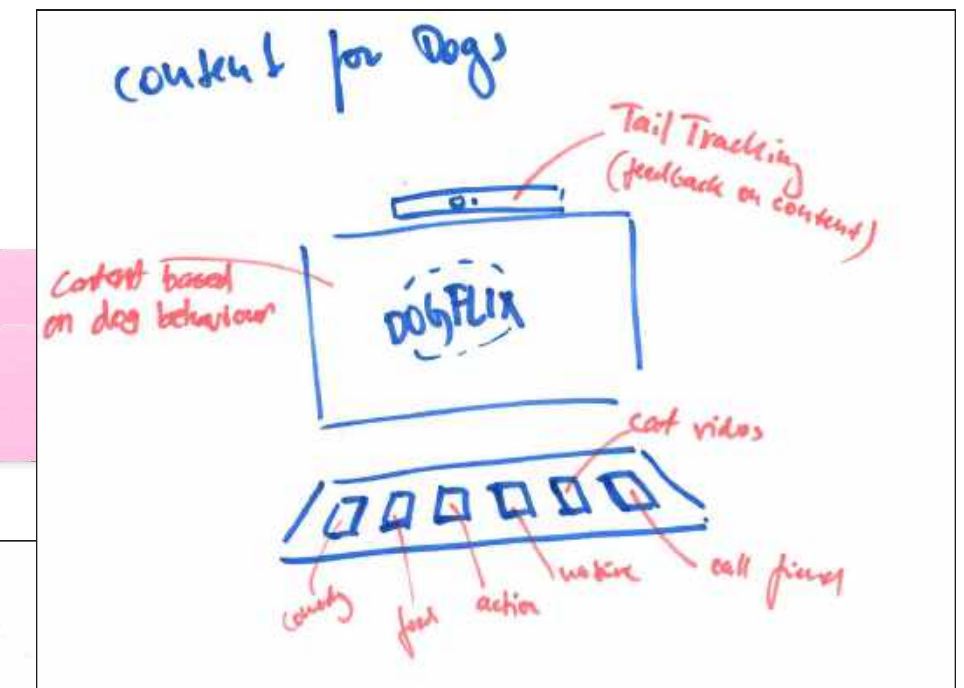
Since our critique is so closely tied to policy-making, maybe we should just deviate from a human-centric society?

Designing an Internet for Dogs

Andrés Lucero and Ilyena Hirskyj-Douglas (Aalto University)

A discussion around what an internet made for dogs would look like.

It might be fun to avoid catering our final product to human beings!



Lunchables

How can we frame dairy products in a way that highlights their influence on policy making

USDA Inspected and Approved United States Department of Agriculture

CREATING A NARRATIVE

Below are the design precedents we fell back on throughout our process, whenever we had trouble engaging audience with our topics.



Kids' magazine

In looking at print material, we specifically chose National Geographic Kids as an example for their ability to present complex content in an engaging manner to a younger audience

quick and easy, seems low stakes → often leave quiz takers reflective of job, love and other aspects in their life

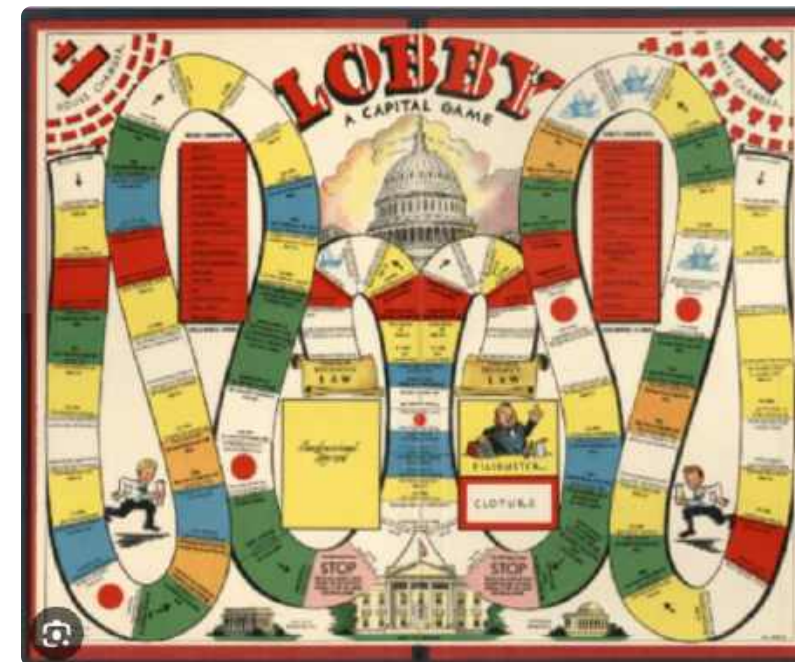
What Cake R U & Taiwan Design Expo Quiz

These quizzes use inconsequential questions as if they were choose your own adventure stories, using the quiz-taker's decisions to lead them to a specific personality. They often feel accurate and reflective of the quiz-taker, and have MBTI personality traits embedded in the questions.



Lobby: A Capital Game

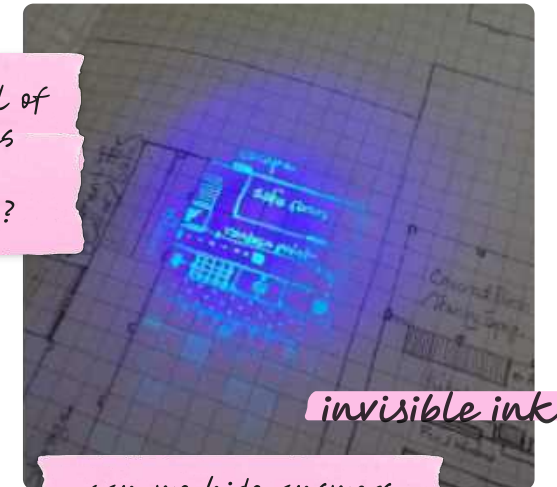
A board game in which players assume the role of Lobbyist trying to influence the political committee to voting in their desired way.



how can we be critical of dairy lobbying processes and consequences in a fun and engaging way?

Barbie Babysitting

A game targeted towards children with the simple premise of babysitting a toddler.



invisible ink
can we hide answers in plain sight?

MicroMacro

An espionage game where players need to uncover the mysteries behind murders and other crimes hidden within the game board, requiring keen observation and analysis of constant new information.



ITERATIVE PROCESS

FIRST ITERATIONS

With key research and design precedents as our inspiration, the first iteration of concepts focused on the relationship between our **key actors: the public and private industries**. Through this process, we wanted to surface the deceptive nature of the above industries, including their roles in school lunch programs, marketing and lobbying. From these iterations, we received feedback that helped guide us through the next steps of our iterative process.

Concept 1: Lunchables

Insight:

- The US a 1.4 billion pound supply of cheese stored underground in limestone caves in Missouri.
- In the 1970s, US & Canada began purchasing surplus cheese from dairy farmers, redistributing it through food assistance programs or selling it to fast food chains to create cheese-based dishes.
- Both the US and Canadian programs buy surplus agricultural products and redistribute them to low-income families and federal school lunch programs.



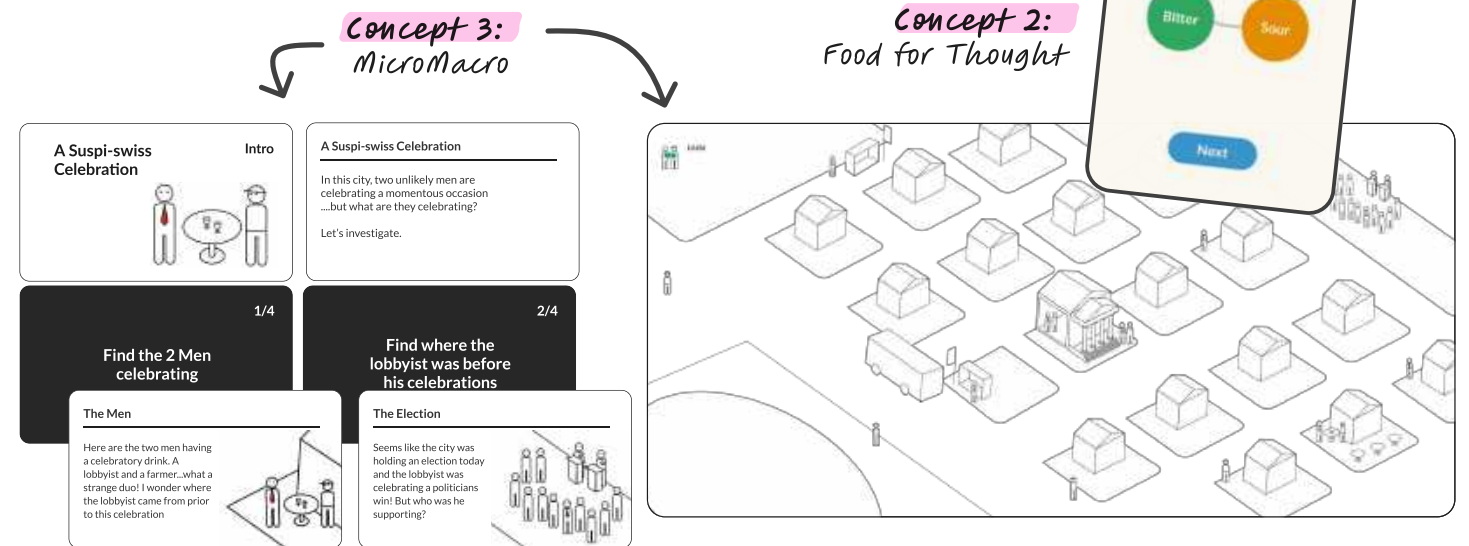
From our insights, we determined that we wanted to prompt questioning on whether or not private deals should overtake the importance of health. Additionally, wanting to highlight the hidden intent behind school lunch programs, we thought a cheese on cheese Lunchables would be a funny concept that ridicules the government's support for over-produced cheese, whilst also touching upon its influences on lunch programs

Initially we thought of creating a fictional food guide to accompany physical Lunchable boxes, however, we decided to pivot and create a poster ad instead, focusing on aggressive marketing.



Concept 2&3

While we thought these additional concepts were other fun ways to showcase the hidden deception of food industries, they felt too literal and insignificant - With a new focus on **Design Fiction**, we didn't see potential to push these concepts into a world of further speculation



"I think there's a lack of connection to the dairy industry for this prototype"

There was a lack of context in which viewers without prior knowledge needed to understand

"Ok, now what? What questions or discussion should I have as a consumer?"

"I think this critique could be highlighted a bit more. It's quite literal"

We need to think of our target audience and what they can take from the experience

We weren't pushing the speculative nature enough

Overall Concept Feedback

- 1. Target Audience:** Our topic doesn't feel relevant or urgent to viewers
- 2. Medium:** Presentation and form of artifact are vague, so our ethical position and audience were not clear. Additionally, our project relies on prior knowledge which we didn't sufficiently surface
- 3. World Building:** Our prototypes can be pushed further; we need to think about what we want our designs to ask the audience

ADDRESSING KEY QUESTIONS

TARGET AUDIENCE

Q: Who is this for?

A: Let's try going back to our original target audience of children since they are the most susceptible.

We should highlight how Children's health is most affected by the consequences of the relationship between policymaking & food industries.

& *Could also highlight the existing practice of targeting children to build consumer habits and brand familiarity*

Purpose of review
 In 2020, obesity prevalence among US children reached 19.7%, impacting about 14.7 million children and adolescents. Food insecurity among children is also a public health concern but has largely decreased or remained stable over the past decade, reaching 6.2% of US households with children in 2021. Given food insecurity and obesity's interconnected nature and their negative consequences on children's health, it is of interest to assess the Supplemental Nutrition Assistance Program's (SNAP's) impact on childhood food security, dietary quality, disease risk, and health outcomes.



Children participants had an elevated disease risk, yet, the food industry is deceptive about this information... How do we surface these hidden issues?

"If more kids eat Lunchables in the lunchroom, more kids are going to want Lunchables outside the lunchroom."

MEDIUM

Q: What kind of artifacts and mediums will allow us to create discursive space and surface the context and research we did in a digestible way?

A: A kid's magazine similar to Nat Geo Kids could be a great way to play into early propaganda of dairy. It is also a way we could surface some of our key research to educate our readers and give context on our topic.



WORLD BUILDING

Q: How can we world build to distance ourselves from the present and go towards further speculation?

A: There might be opportunities to tie Lunchables with our world using a protagonist or supervillain

Note:
 Written in April 2024, before Musk's prominence in politics

ELON MUSK

Extremely polarizing public figure who is also a CEO; could observe how he is marketed to us. Why do some continue to support him despite controversies?



O'HARE

Could observe how he's hyped up in the Lorax world & how he operates his business in the movie



He genuinely does not see the issues and consequences of his business...

MORRIS



What if this figurehead was a real influence in a fiction world?

Who could Chairman Cow be?

- Was successful in dominating the market in many countries by telling people how good his milk is
- Secretly influencing dairy lobbying to sway policymaking in his favor
- Now his next target is to take over the moon
- Was time magazine's "cow of the year"
- Sees potential in a market for children, maybe he can make profit off of Lunchables while indoctrinating children into becoming worthy surveyors of the moon for him and all of cow-kind



Could be the Mascot of a magazine?



MOO MAG

Using the ideations developed during the process of addressing key questions, we conceptualized **Moo Mag**, a kid's magazine based in a fictional world. The goal of the magazine was not only to critique milk's excessive influence in present day North American culture, but also the dairy industry as a whole and its methodologies of marketing to children. During this iterative process, there were various considerations on what content the magazine should contain in order to address the feedback from previous weeks.



Why Ads?

As our second iteration stemmed from the initial Lunchables concept, we thought using the artifact as an ad in our magazine would address the topic of lunch programs in a less literal way; unlike how we approached the topics in the first iterations. This, in turn, inspired the addition of various dairy ads, helping with world building and the familiarization of our design as a magazine artifact.

INFORMATIONAL CONTENT

INTERVIEW

THE MILKY WAY

1500: Milk Ruled
Milk was first introduced to the Americas in the 15th century. European settlers brought cattle over to the Americas. It was a great way to spread their culture, ensuring communication and cultural preservation.

1812: Butter is Better
In 1812, the first ever vitamin was discovered. Vitamin A, found in milk, was becoming quite popular, but for some time, butter was better. Research was conducted to scientifically show the necessity of milk for human health, to how we discovered it! Thanks to his dairy.

1917: World War II Milk
During World War II, Milk became an essential part of a soldier's diet as it kept them strong for battle. To ensure a good source of milk, the government encouraged farmers to produce more. However, since milk had become a symbol of American patriotism, marketing was created to address the need. Marketing was used to encourage people to drink milk instead of less healthy products. The dairy industry and advertisers benefited from the patriotic milk in our daily lives, creating a bond between the government and the dairy industry. Thanks to his dairy, milk has become a staple in our everyday lives.

1950: Marketing Main
Got Milk? As a way to address the surplus of dairy, the government forged alliances with advertisers to create a greater demand for milk. The fast-food industry, for example, created campaigns like Domino's seven-cheese pizza and Ford's Ford's very cheesy Question to increase dairy sales. Cheese was even introduced in school food programs to sell more dairy. With lower fat food could be healthy, even the government supports this!

2000: Six Billion
Over the past decade, the demand for milk has grown one again. Dairy farmers want to make and sell more milk. The government is looking for a way to increase the production of milk, which is still below the cost of its production.

10 Udderly Awesome Facts

SIX BILLION people drink dairy milk in a year!

People drink milk so they can be healthy and strong!

Whether you like whole milk or skim, flavoured or unflavoured, you're sure to always get the same 15 essential nutrients in every cup of dairy milk.

- 1 Calcium, Vitamin A, Vitamin B3, Vitamin B5, Vitamin D, Phosphorus, Magnesium and Zinc make your bones and teeth strong!
- 2 Protein helps keep your muscles strong, and helps make antibodies for fighting off infections!
- 3 Vitamin B1, Vitamin B2, Vitamin B6, Magnesium and Zinc help turn your food into energy, which allows you to grow bigger!
- 4 Vitamin B12 and Selenium keep your immune system in
- 5 Potassium keeps your muscles and nerves functioning properly!
- 6 Drinking more milk is known to help you grow taller!
- 7 There are some people who can't digest lactose, a sugar that comes naturally in dairy milk. For them, our dairy farmers make lactose free milk so everyone can enjoy a glass!
- 8 Yogurt helps you grow good bacteria in your body, digest food, keep your immune system strong, and take in important vitamins.
- 9 Researchers found out that dairy milk is more nutrient dense than most plant-based options! This means you can get what you need in one cup, instead of eating so many different foods.

Though we knew a magazine would allow us to surface our research, how would this information be displayed?

We had thought about comic strips as a medium to convey our critique, however, we decided a timeline would be much more effective in showing milk's historical relevancy to North American culture. Likewise a Fun Facts page could allow us to mimic current dairy propaganda.

LET'S DA Chairman COW!

We liked how the introduction of Chairman Cow allowed for further design fiction, but how do we show that he is a villain? ...and that we do not agree with his stance?

You may have noticed or heard about the dairy pride act in the news recently. But, do you know about the impacts that DAIRY PRIDE can make in our lives?

Can you tell us about the DAIRY PRIDE act?

What kind of influence do you want the DAIRY PRIDE act to have?

How can we help support the DAIRY PRIDE act?

"BE A PROUD MILK DRINKER!"

Seeing Chairman Cow as a celebrity, we thought the best way to feature him would be through an interview spread. As most celebrity features are done through interviews, this page would mimic current magazines, bringing in aspects of familiarity to our defamiliarized world. Additionally, an interview would allow us to dive deeper into the mind of Chairman Cow, revealing his true controversial thoughts and feelings.

CHAIRMAN COW

Our magazine Moo Mag opened design opportunities surrounding Chairman Cow and the world he lives in. While the magazine was a great step forward, there were still ways to push our speculative design even further. In order to do so, we shifted our main focus onto Chairman cow and what world he would create.

ADDRESSING QUESTIONS



Is he like Bojack (humanoid bipedal cow) or is he a guy wearing a cow mask?

We'll decide once we have a story!

Is chairman cow advocating for the suffering of cows? Are we cows? How do we design with hooves?

He might now be advocating for the suffering of cows, but his ambitions surely outweigh his care for his own kind

What's the goal of our piece? what do we want our audience to discuss/ reflect about

We want audiences to reflect on what makes milk culturally significant and how they are unknowingly affected by both the dairy industry and policymaking.

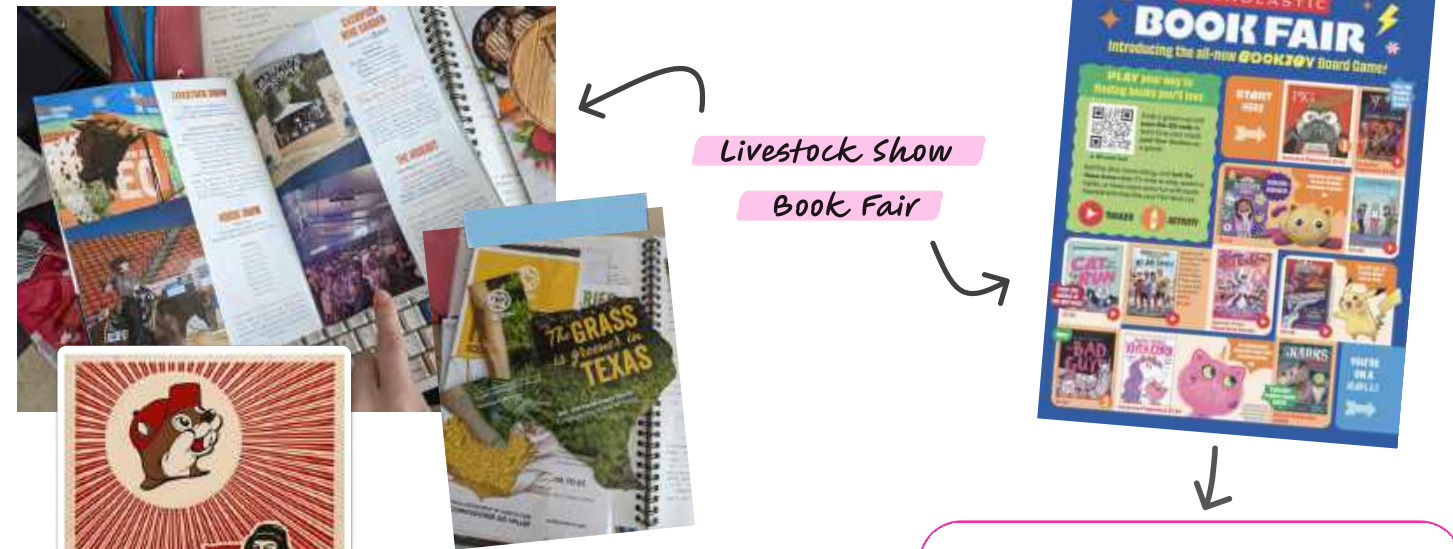
What time period are we in?

A future fiction scenario would be the best way to show what issues may result if concerns are not addressed.

Should we world build through artifacts outside of just the magazine?

Moving forward it would be best to have multiple artifacts accompanying each other. This will help build a better narrative of the world we're inviting audience to experience.

DOMAIN PRECEDENTS



Livestock Show

Book Fair

socialist economies

In addition to answering questions regarding Chairman Cow, our team looked at several domain precedents to inspire further design opportunities. Some precedents that stood out included: livestock shows, book fairs, and communist societies. These design precedents prompted two design directions:

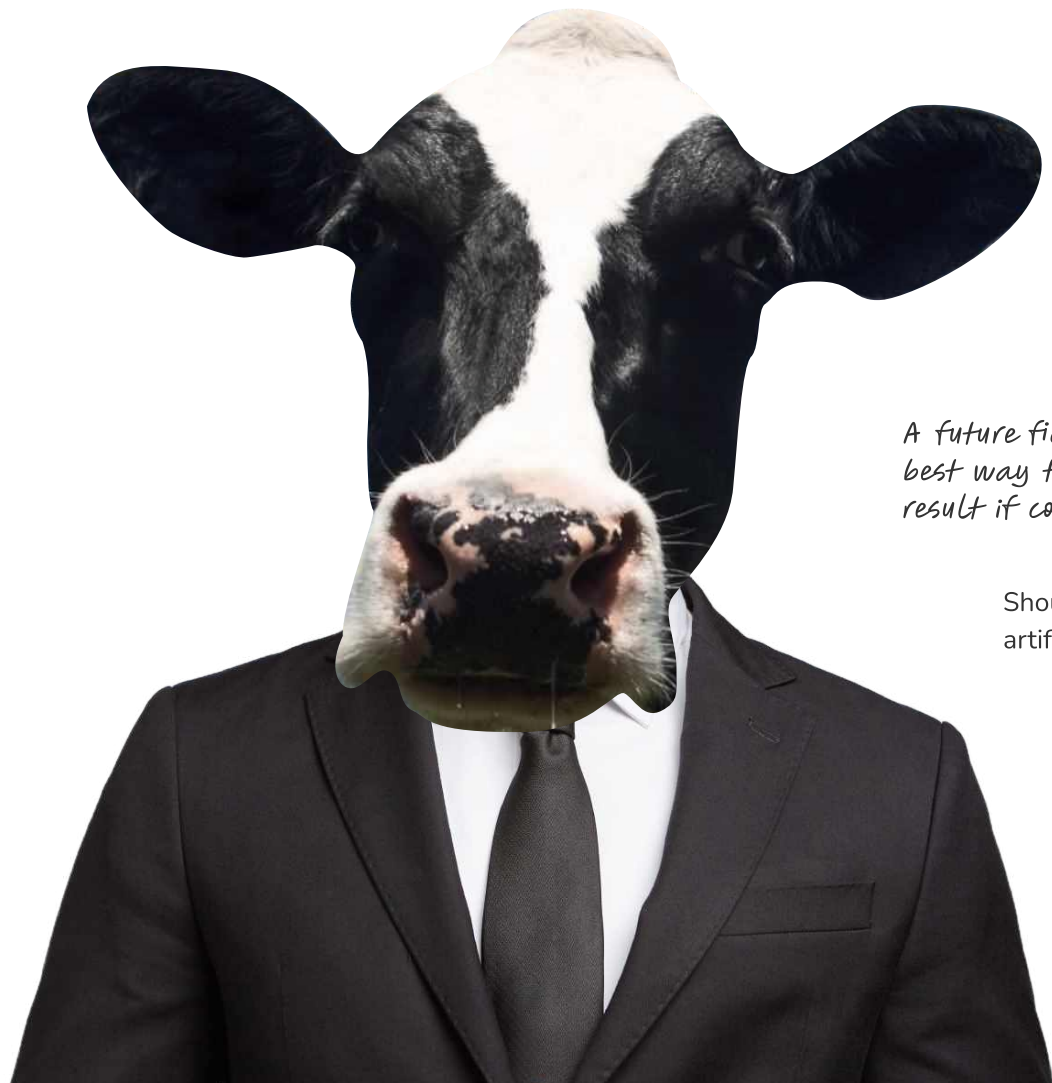
1. Political Campaign
2. Children's book fair

DESIGN DIRECTIONS



Political Campaign vs. Book Fair

Torn between a political campaign and a children's book fair, we decided to proceed with the former. Why? Our overarching focus from the start has been on the relationship between private industries and policymaking; children's health is a consequence of this larger issue.



FINAL EXECUTION

NOTE

This project was created as part of an academic assignment and does not represent any political endorsement or opinion.

MOO-D BOARD

Posters Inspo

- Blue and red colours
- Slogans
- Voting information



Types of collateral:

- Posters
- Brochures
- Flyers
- Bumper stickers
- Signage
- Apparel



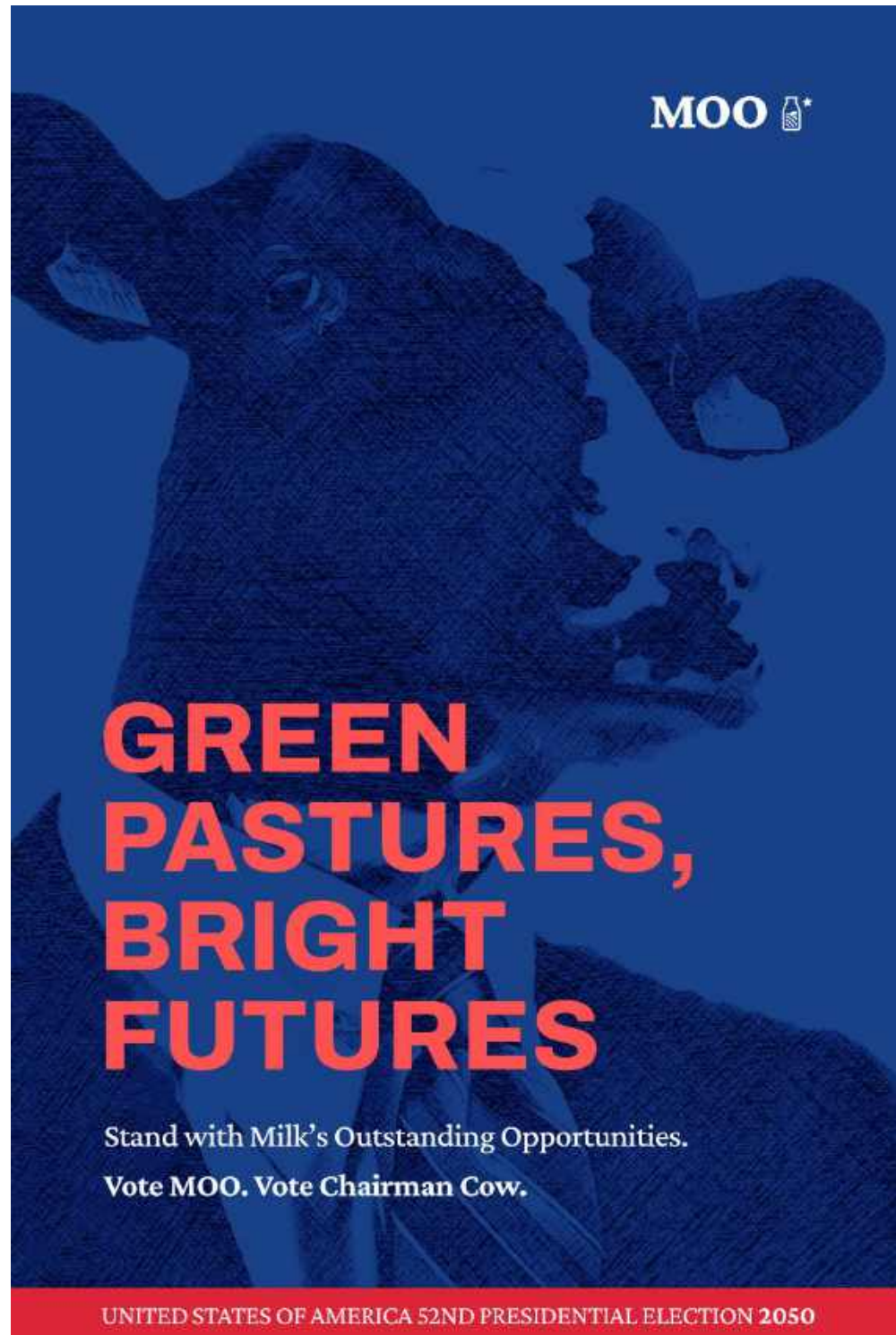
Tone inspo: Patriotic & commanding




- Fought for a Level Playing Field for American Workers**
- Fought for payroll tax cuts during the economic recovery — ensuring a tax cut for every single worker in America.
 - Pushed for a higher national minimum wage, and supported state and city level efforts when Congress failed to agree to a higher national wage floor.
 - Was a major proponent of more robust overtime protections, stronger enforcement against companies that collude to hold down wages, and less harmful non-compete restrictions for workers.

PRODUCT LINEUP

POSTERS



MOO 

**GREEN
PASTURES,
BRIGHT
FUTURES**

Stand with Milk's Outstanding Opportunities.
Vote MOO. Vote Chairman Cow.

UNITED STATES OF AMERICA 52ND PRESIDENTIAL ELECTION 2050



MOO 

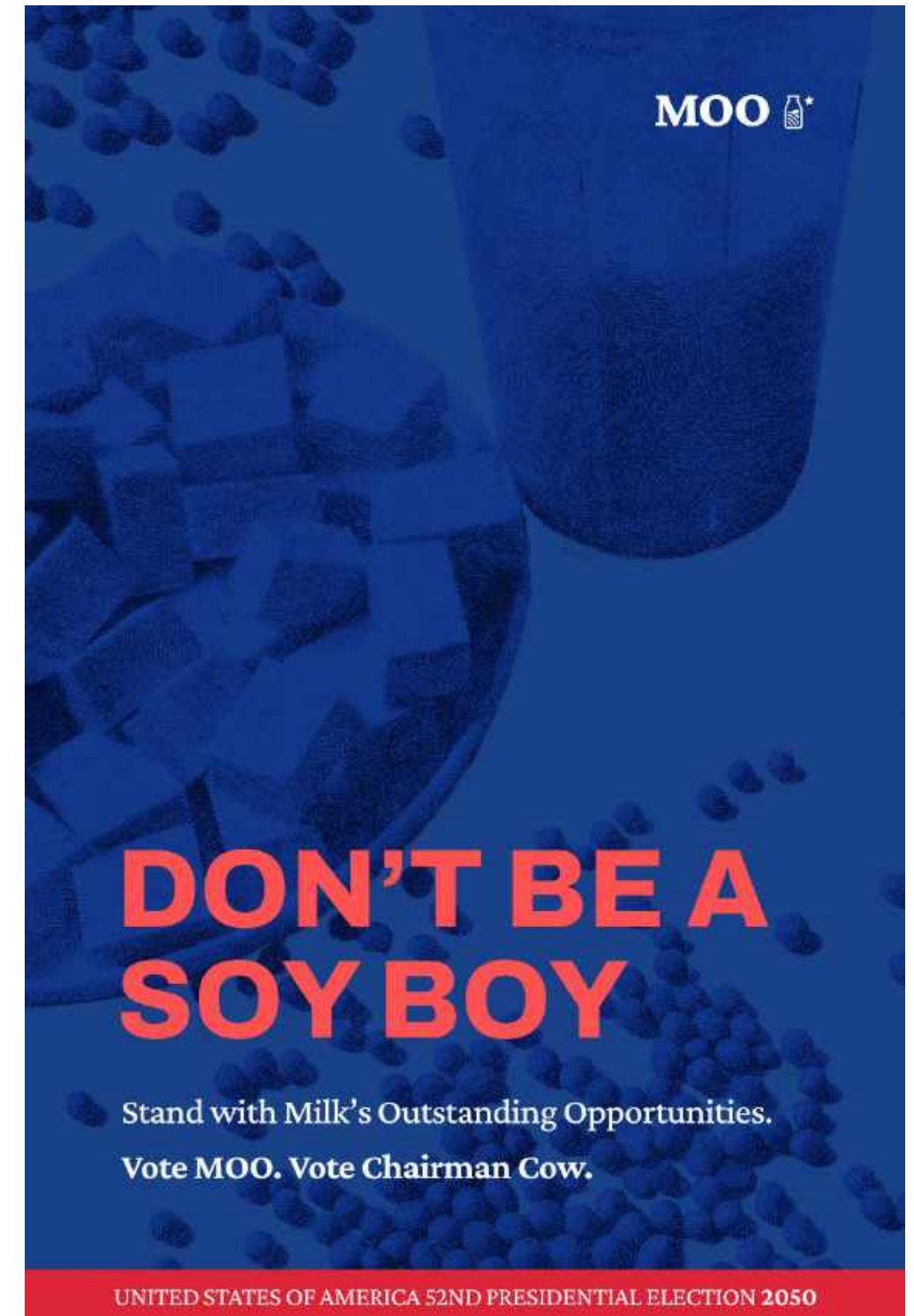
VOTE


— CHAIRMAN COW 2050 —

Green pastures, bright futures

FIND OUT HOW TO CAST YOUR VOTE BY VISITING
VOTEFORMOO.COM OR TEXTING **MOOOO** (66666)

UNITED STATES OF AMERICA 52ND PRESIDENTIAL ELECTION 2050



MOO 

**DON'T BE A
SOY BOY**

Stand with Milk's Outstanding Opportunities.
Vote MOO. Vote Chairman Cow.

UNITED STATES OF AMERICA 52ND PRESIDENTIAL ELECTION 2050

BROCHURE

Our Promises

- 1** Support nutrition and healthy dietary habits in our children
Refresh the NSLP at a low cost of \$2.50 per meal with the School Dairy Benefit to ensure students receive a balanced, healthy meal each day.
- 2** Eradicate the plight of all plant-based milk imitations
Push to abolish plant-based milk—filled with unnatural additives and preservatives—from entering the market, so you can confidently and proudly support the domestic American dairy industry.
- 3** Restore the rightful place of dairy in everyone's diets
Invest in the cultivation of dairy milk for all diets so essential nutrients can be easily consumed by all without need for fortification or supplements.



Support the
Moovement

★ ★ ★



United States of America 52nd
Presidential Election 2050

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★ ★ ★ ★ ★

RE-ELECT CHAIRMAN COW

MOO Party Presidential Candidate

2050



Udderly Committed to our Nation!

Chairman Cow is saving our citizens
by saving the dairy industry.

Serving as United States 51st president, Chairman Cow has been widely recognized for crusading the standards of dairy excellency, utilizing Milk's Outstanding Opportunities to terminate international relations and elevate America's global power through dairy.

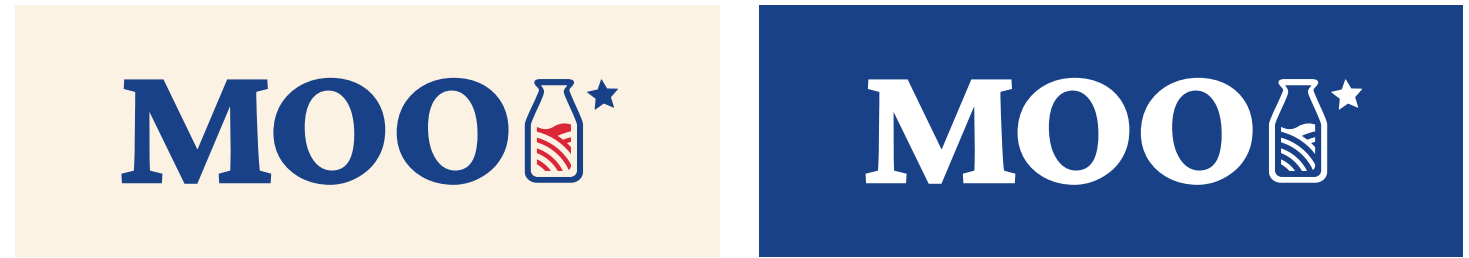
As a proud and successful advocate of cows' rights, Chairman cow continues to exercise his authority and leadership in facing our nation's most urgent domestic challenges, being at the forefront of terrorist related legislations and the fight against Soy's jeopardy to our children's health.



An Amazing 4 Years

<ul style="list-style-type: none"> ✓ Trade Opportunities Impeded the diversification of domestic trade by passing the Dairy Industry Act, imposing higher tariffs on milk and commencing a push towards an American dairy monopoly. ✓ Workers' Benefits Established the Cow Workers' Benefit program to strengthen support for the cows of America, legalizing the use of steroid hormones for quicker and increased milk and dairy production. ✓ Price Regulation Increased federal taxes in order to grant larger subsidies to compensate dairy farmers for insufficient fulfillment of quotas, thus regulating the national price of milk. 	<ul style="list-style-type: none"> ✓ Food Programs Institutionalized the School Dairy Benefit to manage and integrate dairy products into national school lunch programs, ensuring that children non-essential nutrients insignificant to growth development. ✓ Health and Diet Built a stronger and healthier America, free from excessive preservatives and additives, by pushing for dairy cow dependence and fighting against the plant-based milk industry. ✓ Scientific Progress Invested in the development and research of sciences in order to maintain public deception of milk's health benefits.
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BRANDING



ANTI-SOY SMEAR CAMPAIGN

<https://youtu.be/6WN8srD1aVE>

STICKERS & TEES



CITATIONS

CITATIONS

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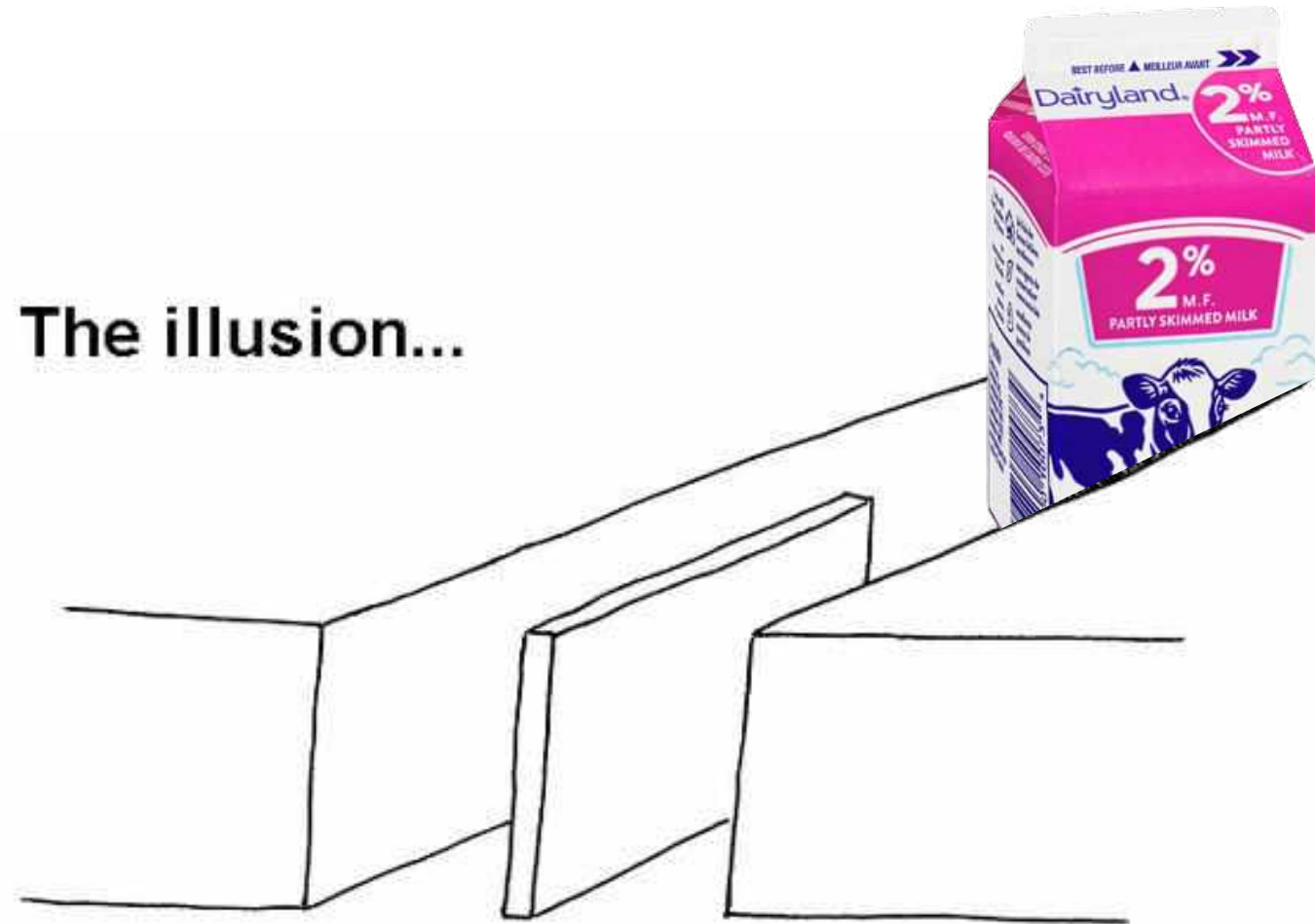
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THANK MOO!

The illusion...



...of free choice.