



2021 FFA Farm Forum **UNSTOPPABLE**

→ Food Products and Processing Systems

Behind the Scenes with a Dairy Farmer Entrepreneur

Amber McComish, Dairy Farmer and Entrepreneur, McComish Family Farms and Lucky Cow Coffee and Gelato

Video Link: youtu.be/py5ol06zkOg

Presentation Description

Follow along with Amber and her crew for a behind the scenes look at what has to happen in a day to make gelato. From calves and cows to gelato and other sweet treats, we have it all covered in this video presentation.



About the Presenter

Amber is a mother, dairy farmer and small business owner. Dairy farming has been part of her whole life and two years ago her husband, Joe, and her decided to diversify in a unique way. Amber started making gelato at home and it has now evolved into owning and operating a coffee and gelato shop in their hometown. They sell retail items in their shop and to wholesale vendors around Wisconsin and neighboring states. The cows are her love but their new business has brought a new passion and has created new outlets to tell their story and connect with consumers in a whole new way.



→ Supplemental Activities

Looking Under the Label

Link: agclassroom.org/matrix/lesson/655

Estimated time: 1 hour

Objective: Students will evaluate food package labels, determine their meaning and use the Claim, Evidence and Reasoning model to determine the value of the label in relation to food production practices, nutrition, health and food safety. Students will engage in critical thinking to recognize the impact of food package labels in relation to marketing, consumer perceptions of food and farming practices.

Milk: The Scoop on Chemical and Physical Changes

Link: agclassroom.org/matrix/lesson/246

Estimated time: 1 hour

Objective: In this lesson students apply their knowledge of physical science to dairy products to determine if the changes that take place when turning milk into cheese, butter, yogurt, ice cream, whip cream and other dairy products is a physical or chemical change.