

The Butter Cow and Calf are Back and *Butter* Than Ever at the Ohio State Fair

The 2022 butter display honors the fair's agricultural roots with the biggest display ever

***Note: Embargoed until Tuesday July 26, 2022 at 12:00 p.m. eastern**

American Dairy Association Mideast

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NEWS PACKAGE

SUGGESTED TEASE	<p>WHEN OHIOANS RETURN TO THE OHIO STATE FAIR THIS WEEK, THEY'LL BE WELCOMED BACK BY THE FAMED BUTTER COW IN A "BUTTER"-THAN-EVER DISPLAY.</p> <p>A LOOK AT THIS YEAR'S RECORD-BREAKING BUTTER SCULPTURES, COMING UP.</p>
ANCHOR LEAD	<p>EVERY YEAR, THE BUTTER COW AND HER CALF ARE THE STARS OF THE BELOVED BUTTER DISPLAY AT THE OHIO STATE FAIR.</p> <p>AND TO WELCOME BACK VISITORS WHO HAVE MISSED THE FAIR FOR THE LAST TWO YEARS, THE AMERICAN DAIRY ASSOCIATION MIDEAST HAS CHURNED OUT THE LARGEST DISPLAY OF ALL TIME.</p> <p>BARB CONSIGLIO HAS THE DETAILS ON A FAIR FAVORITE.</p>
<p>(PACKAGE START) ----- CG: Courtesy: Courtesy: American Dairy Association Mideast</p> <p>Shots of butter display</p>	<p>THE OHIO STATE FAIR IS BACK AND SO IS THE BELOVED BUTTER COW.</p> <p>AND AS FAIRGOERS ENJOY THE FESTIVITIES, THIS YEAR'S BUTTER DISPLAY SERVES AS A TRIBUTE TO WHERE IT ALL BEGAN — WITH OHIO'S FARM FAMILIES AND THEIR CONTRIBUTIONS TO OUR COMMUNITIES. :12</p>
<p>CG: Jenny Crabtree American Dairy Association Mideast</p> <p>Shots of the display different sculptures in the display</p>	<p><i>"For many people, the fair is about the midway, the rides, the games. And so it's important that we remind folks that the roots of the fair are about agriculture, bringing farmers together, allowing kids to show their animals and educate others about agriculture, which is Ohio's number one industry." :18</i></p> <p>THE BUTTER DISPLAY FEATURES KIDS AND THE ANIMALS THEY'VE RAISED TO SHOW AT THE FAIR. IT'S THE FIRST TIME EVER THAT THE FAMOUS</p>

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<p>Shots of sculptor putting butter on sculpture</p>	<p>BUTTER COW AND CALF ARE JOINED BY OTHER LIVESTOCK, INCLUDING A LAMB, A CHICKEN AND A PIG. TOGETHER, THE YOUNG EXHIBITORS AND THEIR ANIMALS MAKE UP THE LARGEST DISPLAY EVER, CREATED WITH MORE THAN TWENTY-FIVE-HUNDRED POUNDS OF BUTTER. :18</p>
<p>CG: Paul Brooke Butter sculptor</p>	<p><i>"It's a big undertaking this year. We're using more butter and more space than we have before." :04</i></p>
<p>Shots of Madelyn taking care of cows</p>	<p>AS A MEMBER OF A FARM FAMILY IN BOTKINS, OHIO, IT'S A THEME THAT IS CLOSE TO MADELYN TOPP'S HEART. :05</p>
<p>CG: Madelyn Topp Dairy farmer Shot of fair banners and trophies</p>	<p><i>"All of these are our Ohio State Fair banners that we've won over the years." :03</i></p>
<p>Shots of Madelyn and her dad walking with cow Footage of showing cows at fair</p>	<p>JUST LIKE THE FAIR, THE TOPP FAMILY ROOTS ARE GROUNDED IN AGRICULTURE AND THE TRADITION OF SHOWING THEIR ANIMALS AT THE FAIR EACH YEAR. :06</p>
<p>Madelyn Topp (CG'd earlier)</p>	<p><i>"My father and his brothers have actually been showing ever since they were little and then my grandpa and my grandma actually showed when they were little too. So it's been going on for generations." :11</i></p>
<p>Shots of sculptors working on display</p>	<p>TO HONOR THE HARD WORK AND DEDICATION OF THOSE LIKE THE TOPPS, TECHNICAL SCULPTORS SPENT HUNDREDS OF HOURS LAYERING BUTTER ONTO WOODEN AND STEEL FRAMES BEFORE CHISELING THE FINE DETAILS IN A FORTY-SIX DEGREE COOLER. THE DISPLAY IS PRESENTED BY THE AMERICAN DAIRY ASSOCIATION MIDEAST AND IS EXPECTED TO ATTRACT MORE THAN HALF A MILLION FAIR-GOERS. :17</p>
<p>Jenny Crabtree (CG'd earlier)</p>	<p><i>"We're excited to be back in butter. We're bigger than we've ever been and are looking forward to having families come to the fair and experience all that it has to offer and see the butter cow." :11</i></p>
<p>Shot of full butter display (PACKAGE END) -----</p>	<p>IN COLUMBUS, THIS IS BARB CONSIGLIO REPORTING. :02</p>
<p>ANCHOR TAG</p>	<p>THE DAIRY PRODUCTS BUILDING IS OPEN DAILY AT THE FAIR, WHICH RUNS THROUGH AUGUST SEVENTH. IN ADDITION TO THE BUTTER DISPLAY, THE AMERICAN DAIRY ASSOCIATION MIDEAST WILL BE SERVING UP ICE CREAM, MILKSHAKES, CHEESE</p>

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	SANDWICHES AND MILK.
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>We know you've missed the Butter Cow! The annual butter display at the Ohio State Fair presented by @adamidseast is back and BUTTER than ever with the biggest display ever! Check out how these record-breaking sculptures are honoring the fair's roots. https://bit.ly/3IZI0SE</p> <hr/> <p>Have you ever seen 2,500 pounds of butter in the same place? The annual butter display at the Ohio State Fair presented by American Dairy Association Mideast is back and BUTTER than ever, "churning" out the largest display ever! https://bit.ly/3IZI0SE</p>
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EXTRA BITES

<p>CG: Jenny Crabtree American Dairy Association Mideast</p> <p>CG: Paul Brooke Butter sculptor</p> <p>CG: Madelyn Topp Dairy farmer</p>	<p>Crabtree on the display's amazing sculptors: <i>"They're passionate and it's so fun to see their excitement and their passion about the display. We all look forward to the big reveal, including them, even though they're working in that cooler day in and day out preparing."</i> :11</p> <p>Crabtree on her favorite animal in the display and the others joining it this year: <i>"My favorite is always the Butter Cow. It is exciting that this is the first time that we have other farm animals in the display over the years. We've had other animals like snakes and ladybugs and deer, but this is truly the first time we've ever had other farm animals join the cow and calf."</i> :17</p> <hr/> <p>Brooke says he always enjoys working on the butter display: <i>"I love working full-size. I don't get a chance to work full-size except for this time of year. It's a lot of fun and butter's very quick to work with and very plastic. And you can just build something big really quickly."</i> :14</p> <hr/> <p>Topp says dairy farming has been a part of her life from the very beginning: <i>"Ever since I've been little, we've been out here milking every single day. So one thing that's very unique about the dairy industry is, uh, no matter the holiday, no matter the weather, no matter it's 110 degrees or negative 10 degrees, doesn't matter. We're out here every day."</i> :14</p>
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CG: Madelyn Topp
Dairy farmer

Topp says she always looks forward to interacting with fairgoers each year:
"State fair is one of our favorite times because we get to see so many people, I get to interact with the public and talk with them. They ask me so many questions about the dairy industry and I love to tell them everything I know because the dairy industry and being involved with these girls and these cows are everything I live for." :16

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