

MILKLINE

NEWSLETTER

FARM FIRST
DAIRY COOPERATIVE

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Visiting at Booth #3507



All the FarmFirst staff are surely going to miss the opportunity to visit with all the FarmFirst members and Family Dairies USA patrons that attend World Dairy Expo and stop by our booth each year. World Dairy Expo is always a great time to recap what happened over the spring and summer and discuss what the future might hold. And many of our producers know exactly where to find us, in booth #3507.

If we had a chance for a conversation, we would no doubt dive right in with COVID-19 and what the slowdown of the economy did to the dairy markets, with extremely low prices and a concern for how long they would last, to a quick turnaround in the matter of weeks to the highest prices ever and a hope that they would continue for a while.

We would talk first-hand about the challenges we faced marketing milk for our Family Dairies patrons in the latter half of March through May and fully understand the anxiety all our members had at that time. We would report that we did not have to dump any milk and empathize with members that did have to put milk on the ground or in a pit. We would also discuss that we are not out of COVID-19 yet and emphasize the

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importance for members to establish a risk management plan for milk pricing. For anyone looking for resources, FarmFirst can help.

We would let you know about the work we have done with our Washington D.C. partners at the National Milk Producers Federation and the Midwest Dairy Coalition, including our success to deliver monetary compensation to members through Coronavirus Food Assistance Program (CFAP) payments. We would also tell you that our work is not done with Congress and the Administration on COVID-19 relief because we need to have our members receive compensation for the losses experienced in April and May.

We would tell you that when milk prices did tumble this spring, FarmFirst was there to advocate for flexibility in the

regulations of what dairy food products could be part of the Farm to Families Food Box program, ensuring that a variety of dairy products were allowed as options to help move product when it was needed most. Our team is also actively watching the markets as schools do their best to welcome students this fall - and stay open - ultimately impacting the price of milk.

We would share that, whether there is a pandemic or not, FarmFirst has been busy advocating for beneficial trade agreements, including the USMCA and enacting the Phase 1 trade agreement with China. Not only does the U.S. have high quality dairy products but we can manufacture quite a bit of it, and quality trade agreements help move products to people around the world who need and desire them. Through our trade advocacy, we also know the importance of the significant details, including geographical indicators, which if we do not push back against, our ability to export and use standard cheese names will be extremely difficult and costly. FarmFirst continues to advocate against nuisance trade barriers.

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Dedicated to serving and representing you, our family farm members, FarmFirst Dairy Cooperative represents farms in Wisconsin, Minnesota, South Dakota, Michigan, Iowa, Illinois and Indiana through policy advocacy, dairy marketing services, laboratory testing opportunities and industry promotion.

BOARD OF DIRECTORS

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Rick Wolfe - Aniwa, Wis. 715-581-4321

Pat Yeagle - Winslow, Ill. 815-291-4581

Dan Zeleske - Fond du Lac, Wis. 920-323-7079

MILK MARKETING FIELD STAFF

Jeff Bradley - Columbus, Wis. 608-516-3624

Deanna Malin - Clintonville, Wis. 920-901-2173

MAILING ADDRESS

P.O. Box 14380
Madison, WI 53708-0380

MADISON OFFICE

4001 Nakoosa Trail, Suite 100
Madison, WI 53714
(608) 244-3373

Visiting at Booth #3507

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We would also share that when it comes to U.S. dairy consumption, FarmFirst is also aware of the regulations that restrict the ease of incorporating dairy products into Americans' diets, including the federal dietary guidelines that are being published this year. While science strongly suggests and supports the role that dairy fats play in human diets, the latest federal dietary guidelines did not reference this science, which in turn limits what other federal programs can offer in terms of dairy products, such as school lunch programs.

Questions would most certainly arise about federal order reform, and we would discuss in great detail how milk prices are set, why pooling and depooling happens, and the complexity that exists when balancing all these factors to provide the best milk price. We have been talking about federal order reform on a national scale, and we would have loved to talk to you about your thoughts.

We would also mention the thousands of dollars that have been paid to members this year for milk and cow loss due to power outages, tornadoes, barn fires and most recently the "derecho" winds that went through Iowa through our exclusive Milk Loss Program. While the winds have flattened



grain bins in Iowa, members shouldn't let derecho steal the wind from their sails - FarmFirst is actively processing claims and preparing to send funds for our members that have experienced any milk income loss.


We would be remiss if we did not show you a picture of the 27 young, inspiring, and ambitious students who received \$21,000 in scholarships for their post-secondary education. These recipients are the sons and daughters of our members, and a shining light in the future. We are grateful that our board established a solid foundation to make educational funds available for so many. If your son or daughter is in high school and planning on a post-secondary school, be sure to ask us about our scholarship program.

At World Dairy Expo, our conversation might be just a few minutes or considerably longer as we stand at our booth. One of the most important things I would say at the end is - "Thank you for being a member of FarmFirst." We appreciate your confidence in us as a partner supporting your business and accept the responsibility to continue to deliver results.

We won't be able to mingle just outside booth #3507 at World Dairy Expo this year, but you know you are always welcome to call: 608-244-3373 or send us and email at info@farmfirstcoop.com. We wish you all the best with your harvest this fall and look forward to the next conversation we can have with you. 🐄

Article by Jeff Lyon
FarmFirst Dairy Cooperative


visit us on
FarmFirstDairyCooperative.com

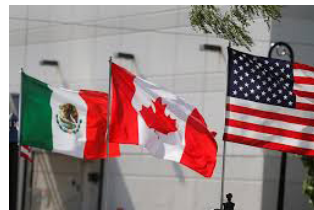
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House Coalition Urges Diligence on USMCA Dairy Access

More than 100 members of the House of Representatives jointly wrote the Trump Administration on August 13, urging USDA and USTR to ensure that both Canada and Mexico adhere to the dairy market access provisions in the new U.S.-Mexico-Canada Agreement. The National Milk Producers Federation (NMPF), the Midwest Dairy Coalition (MDC) and other dairy co-op government affairs representatives generated signatures for the letter, which was co-signed by an impressive list of 104 House members.

The letter asks Ambassador Robert Lighthizer and Agriculture Secretary Sonny Perdue to “swiftly act to use USMCA’s consultation and enforcement measures” to address Canadian Tariff Rate Quota

(TRQ) administration, the elimination of Canada’s Class 6 and 7 milk price classifications, and the enforcement of side letter agreements with Mexico on Geographical Indications (GIs). The concern with Mexico is ensuring that common cheese names are respected so that U.S. exporters are not constrained by Europe’s efforts to restrict our market access. Lighthizer recently told the Senate Finance Committee that the U.S. government is “closely monitoring” how Canada is implementing its USMCA dairy commitments and will take enforcement action if necessary. 



Industry Urges USTR to Not Take Measures that Harm Mexican Market Access

A spat between seasonal produce growers in the southeast and their counterparts in Mexico has the potential to hurt U.S. dairy sales in Mexico, NMPF’s Jaime Castaneda told the U.S. Trade Team and USDA during a hearing on August 18, urging USTR to proceed cautiously with any actions against Mexico that could jeopardize U.S. dairy exports.

Under pressure from Florida tomato growers, as well as fruit, nut and vegetable growers in Florida and Georgia, who say they did not receive adequate protections in USMCA, the U.S. government is considering restrictions on certain produce imports from Mexico. Any actions to limit sales of Mexican tomatoes, blueberries, pecans and similar perishables beyond what the USMCA allows could then generate retaliatory tariffs against dairy sales to Mexico, our largest export market, Castaneda testified.

Testifying on behalf of NMPF and the U.S. Dairy Export Council,

Jaime told the US trade officials that America’s dairy sector wants “to ensure that [the U.S. government] fully considers the potential for unintended consequences for other U.S. agriculture sectors. In particular,” he said, “we urge you to avoid steps that would once again place U.S. dairy producers and processors in the crosshairs of a Mexican response to U.S. trade actions.”

Castaneda said another in a series of ag-related trade disputes could amplify the protectionist voices among the López Obrador administration and some Mexican dairy farmers who are already urging Mexico’s Congress to slap tariffs on U.S. dairy products and to label our dairy exports to Mexico “unfair competition.” NMPF is also working with other ag groups that have similar concerns about the potential negative ripple effects of punitive measures against Mexico on the produce issue. The Trump Administration is slated to make a determination of next steps on the seasonality issue in September. 

Importance of U.S. Dairy Exports Takes Center Stage at Virtual AgTalks Town Hall



The critical role that U.S. dairy exports play in Wisconsin’s economy and beyond took center stage at a virtual town hall held Sept. 1. FarmFirst General Manager, Jeff Lyon, was a

featured panelist for the Wisconsin town hall, which was co-hosted by NMPF, the U.S. Dairy Export Council (USDEC) and Farmers for Free Trade, as part of an ongoing series titled, ‘AgTalks.’

Radio personality and broadcaster, Pam Jahnke, emceed the event with Tom Vilsack, president and CEO of USDEC, serving as moderator. Panelists, representing all aspects of Wisconsin’s dairy supply chain, expressed a clear consensus that expanding dairy trade opportunities will bring tangible benefits to America’s dairy farmers, processors, exporters and rural communities.

“The current health care crisis has highlighted the resiliency of America’s dairy farmers and the importance of ensuring that U.S. dairy products can continue to move smoothly to overseas markets. It is critical that our lawmakers support our hardworking dairy farmers by continuing to fight for fair trade and the smooth export of American-made dairy products,” Jeff Lyon, general manager of FarmFirst Dairy Cooperative. 

Winners of FarmFirst's 2020 Ice Cream Photo Contest

FarmFirst welcomed members to partake in a fun photo contest by submitting photos of themselves or family members enjoying ice cream. Inspired by a conversation between Julie Sweney, Director of Communications, and Jeff Lyon, General Manager, discussing how weekends in the summer almost always involve an ice cream cone for Julie's two-year-old daughter, Sadie, and how drive-thru restaurants like Culver's have ice cream at the ready for dogs too. Encouraging ice cream consumption seemed like a great idea, especially during these challenging times of social distancing, canceled events and uncertainty.

The photo contest was held from July 1 through August 15, with the top ten member photos earning a \$10 Culver's gift card, and the favorite photo (voted on by FarmFirst staff) winning a \$100 Culver's gift card. Check out the winning photos below! Check out these same photos and a few others online and on our Facebook page! 🐮



▲ Gotta Wear Shades

Can't forget your sun-glasses when enjoying your ice cream cone in the summer sun! Submitted by Lola Ballweg, Dane, Wis.



▲ **Sunset John Deere Drives** What can possibly be better than driving your John Deere Tractor while enjoying a bowl of ice cream in your cow-spotted bowl?! Submitted by Kathy Bauer, Faribault, Minn.



▲ **Double-Scoop, Please!** ▲ These two brothers loved their special double-scoop ice cream treat. Submitted by Annette Gajewski, Athens, Wis.



▲ Drumstick Dreams

This classic sweet treat is the perfect end to a busy summer day! Submitted by Jodi Ditter, Chilton, Wis.



▲ **Blue Moon Face** You know you really enjoyed your blue moon ice cream when you ended up with some on your nose! Submitted by Kristi Dinderman, Orangeville, Ill.

► **Thumbs Up!** Root beer floats are always better at grandma's! Submitted by Becky Koller, Owen, Wis.



▲ **Wedding Party Cheers!** This wedding party took a quick (and delicious) ice cream break to celebrate the newlyweds! Submitted by Diane Steger, Theresa, Wis.

► **Little Girl, Big Spoon** If you set your mind to it, you can do it! This little girl enjoys her sweet, colorful treat, on a beautiful summer day. Submitted by Kelly Zellar, Hermansville, Mich.



▲ **Fun for the Family** From soft-serve cones to banana splits, dairy promotion is all in the family in this photo collage! Submitted by Peggy Pankratz, Auburndale, Wis.



This year's 2020 Contest Winner is... Sharing is Caring!

◀ When grabbing an ice cream cone, you're sure to get one for your favorite calf as well! Submitted by Debbie Kayhart, Granton, Wis.

Save the Date for a Fall District Meeting Near You!

Despite the current challenges related to the COVID-19 pandemic, FarmFirst Dairy Cooperative is continuing to plan for its 2020 Member Meetings taking place this fall. Please consider joining other FarmFirst members at a district member meeting near you to learn more about your cooperative and the advocacy being done on your behalf on federal legislative and regulatory issues. There will be ample time for questions with board members and staff. Registration begins at 11:30 a.m. for the noon meetings, and registration begins at 7:00 p.m. for the 7:30 p.m. meetings.

Please take time to attend and provide input that ultimately sets the direction and public policies for your cooperative. Elections for delegates, D&R committee members and board of directors will be taking place. (More details to the right.) There will also be time for discussion on resolutions that will be considered by delegates at the annual meeting next February.

Members are welcome to attend any meeting that best fits their schedule or location! Make your reservation by calling 608-286-1906 to leave a message or going online to visit FarmFirst's website at www.FarmFirstDairyCooperative.com. For members that cannot attend, election ballots will be available by request or online. 🗳️

Date	Time	Location
Wednesday, November 4, 2020	7:30 pm	Iron Ridge Inn, Iron Ridge, Wis.
Thursday, November 5, 2020	Noon	Fox Valley Quality Control Lab, Kaukauna, Wis.
Friday, November 6, 2020	Noon	Belgiumtown Restaurant, Stephenson, Mich.
Tuesday, November 10, 2020	Noon	The American Legion Hall, Greenwood, Wis.
Tuesday, November 10, 2020	7:30 pm	Boondocks, Boyd, Wis.
Thursday, November 12, 2020	Noon	Milhome Supper Club, Kiel, Wis.
Monday, November 16, 2019	Noon	Moose Lodge, Monroe, Wis.
Tuesday, November 17, 2020	Noon	The American Legion Hall, Marshfield, Wis.
Wednesday, November 18, 2020	Noon	Rib River Ball Room, Marathon, Wis.
Thursday, November 19, 2020	Noon	Hotel Hillsboro, Hillsboro, Wis.
Friday, November 20, 2020	Noon	Dodger Bowl, Dodgeville, Wis.
Monday, November 30, 2020	Noon	Brickhaus Bar, Farley, Iowa.
Tuesday, December 1, 2020	Noon	River Boat Lanes, Wabasha, Minn.
Wednesday, December 2, 2020	Noon	Pizza Ranch, Waite Park, Minn.
Wednesday, December 2, 2020	7:30 pm	Pizza Ranch, Pipestone, Minn.
Thursday, December 3, 2020	Noon	Pizza Ranch, Watertown, South Dakota
Friday, December 4, 2020	Noon	Pizza Ranch, Sioux Falls, South Dakota

Leadership Opportunities Coming Up in 2021

FarmFirst Dairy Cooperative is seeking nominations! Board of Director seats that are up for election include Districts 2, 4 and 9. Districting & Resolutions Committee seats up for election include Districts 2, 4, 6 and 8. Additionally, all district delegates are up for annual election.

Nominate yourself or fellow cooperative members by October 1. Submitting nominations are easy! Visit our website at www.FarmFirstDairyCooperative.com and click on Submit a nomination'. Nominations are also welcome via mail, which can be addressed to FarmFirst Dairy Cooperative, c/o Kathy Bauer, Secretary at 4001 Nakoosa Trail, Suite 100, Madison, WI 53714 or email any submissions to info@farmfirstcoop.com.

Delegates that are elected will serve at the 2021 Annual Member Meeting in Onalaska, Wis. on February 12-13, 2021.

Districts with Board of Director Elections:

District 2 - Wisconsin Counties of Brown, Calumet, Door, Kewaunee, Manitowoc, Sheboygan, Waushara and Winnebago.

District 4 - Wisconsin Counties of Langlade, Lincoln and Marathon.

District 9 - State of Minnesota and South Dakota, State of Iowa - Western Counties (west of Interstate 35), Wisconsin Counties of Ashland, Barron, Bayfield, Buffalo, Burnett, Douglas, Dunn, Iron, Pepin, Pierce, Polk, Price, Rusk, Sawyer, St. Croix and Washburn.

Nominations are due by October 1. Make yours today! 🗳️

USDA Announces Third and Final Round of Farmers to Families Food Box Program



The USDA announced on August 7 details of the third and final round of the \$3 billion Farmers to Families Food Box program. In an amended solicitation of bids, AMS has revised its process to also include commodity-specific boxes of fruits and vegetables; meat and egg products; and dairy products in the next round of the program. Delivery of this third round of food boxes began on Sept. 1. AMS has \$500 million to \$700 million to spend on the third round. 🗳️

JULY 2020

	UPPER MIDWEST	CENTRAL	MIDEAST
Order Name and Number	Order 30	Order 32	Order 33
Producer Milk (lbs.)	1,000,856,081	823,904,935	1,212,191,139
Producer Price Differential @ base zone	\$ -4.86	\$ -8.69	\$ -8.02
Statistical Uniform Price/cwt @ 3.5% BF*	\$ 19.68	\$ 15.85	\$ 16.52
Class I Price/cwt	\$ 18.36	\$ 18.56	\$ 18.56
Class II Price/cwt	\$ 13.79	\$ 13.79	\$ 13.79
Class III Price/cwt	\$ 24.54	\$ 24.54	\$ 24.54
Class IV Price/cwt	\$ 13.76	\$ 13.76	\$ 13.76
Component Prices & Test Avg. % aves			
Butterfat/lb.	\$ 1.9583	3.76%	3.71%
Protein/lb.	\$ 5.6294	2.98%	3.05%
Other Solids/lb.	\$ 0.14920	5.78%	5.79%
SCC Adjust Rate/1000	\$ 0.00129		
Producer Milk Classified %			
Class I	21.20%	45.38%	43.70%
Class II	19.20%	17.54%	26.20%
Class III	44.60%	2.14%	5.90%
Class IV	15.00%	34.94%	24.20%
	100.00%	100.00%	100.00%



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**Delegate Nominations Close
October 1st.
Make Your Nomination Today!**

Welcome New Members

We would like to welcome these individuals and farms that have joined FarmFirst Dairy Cooperative recently.

We look forward to your participation and involvement in the programs and services of your cooperative where we put members first.

Stephen & Kianna Martin

Peter Galen

Kenton Wenger

Casey Pfaff

Wesley & Julia Shirk

Neil & Esther Fox

Peter & Suzanna Arnold

Wesley Miller

Ron & Barb Weber

Marcus & Melissa Fox

Andrew Odeen

Steve & Sara Schneider

Kenny Coddington

Joseph Raupp

Matthew & Sarah Winnie

Tommy & Shannon Ploeckelman

Kathryn Pfeiffer

Ephraim Allgyer

Keith & Lisa Brunner

Corey Trobaugh

Leonard & Judy Long

Robert & Kelli Gunderson

James Heimerdinger

Kevin & Rhonda Geiger

Robert & Kelli Gunderson

Verlo & Ardath Dewall



Submit Your Leadership Nominations by October 1st!

Time is quickly running out for members to submit nominations for leadership positions! Read more about the positions open for election on page 4. Members will be able to vote for these leaders at their local district meeting, online or by requesting a mail-in ballot. **Visit www.FarmFirstDairyCooperative.com to make your nominations today!**