

MILKLINE

NEWSLETTER

FARM FIRST
DAIRY COOPERATIVE

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Milk: The Fuel of Champions



It was just over a year ago that Katie Ledecky did an unfathomable thing: balancing a glass of chocolate milk on top of her head while swimming the length of a pool – without spilling a single drop.

Her feat became a viral video, at the time when the Olympics would have been taking place in Tokyo had the coronavirus pandemic not intervened. And, once again this year, Ledecky made waves as she propelled herself to another two gold and two silver medals as she wraps up her Tokyo adventure.

While I am in complete awe of these athletes, especially the long-time participating Olympians like Ledecky that keep proving they are the greatest of all time, I am especially happy to see dairy getting unique mentions and special endorsements.

One detail of her training that deserves more coverage is when Ledecky was

interviewed after earning a medal, she was asked what her workouts consisted of to help her be so successful. Her response? **Milk** with her oatmeal, peanut butter and fruit, and ending every race or workout with a 12-ounce bottle of **chocolate milk**.

Dairy endorsers in the recent Tokyo Olympic Games featured other athletes as well, including gold medal winning gymnast Simone Biles, who relies on Core Power, a whey-protein based beverage for her nutritional

needs; gymnast Mykayla Skinner for chocolate milk as her choice for her workout recovery drink; beach volleyball player Bill Kolinske for promoting the consumption of all dairy products (a Wisconsin native that regularly promotes dairy as part of his everyday routine); and U.S. dairy industry idol, track runner Elle Purrier St. Pierre, a dairy farmer turned world track star promoting consumption of all dairy products, especially her local Vermont Cabot Creamery cheese.

Using world class athletes is a great way to promote dairy. It doesn't matter if they are paid endorsers of dairy. These athletes are sharing how dairy is an essential part of their routine and crucial to their success. And to an athlete like Ledecky, it's been a part of her routine for more than a decade.

"I started drinking chocolate milk regularly for recovery when I was about 12 or 13 years old. I learned it has just the right ratio of protein to carbs, making it great for refueling

and rebuilding muscle after training. So, I would pack a lunch bag with a bottle of chocolate milk and an ice pack and bring it to every practice and swim meet. It's an essential part of my recovery routine, and I love the taste. I mean, who doesn't?" says Ledecky in a special feature on her diet and recovery workout.

With comments like Ledecky's being woven into the broadcasts and

"The message continues to be heard around the world: Dairy is a nutritional powerhouse."

interviews following Olympic swim events, the message continues to be heard around the world: Dairy is a nutritional powerhouse.

Audiences of all ages hear this and are reminded that the most basic of beverages that families enjoy at their dinner table is exactly what athletes reach for too.

The Tokyo Olympics might be over, and hopefully the message about the importance of dairy will resonate, especially as students are headed back to school and fall sports will soon be in full swing.

Let's continue to keep dairy front and center, for athletes and everyone else year around and not just when the Olympics are capturing our attention.

Learn more about FarmFirst's latest advocacy efforts by visiting www.FarmFirstDairyCooperative.com.

Article by Julie Sweney
FarmFirst Dairy Cooperative

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.

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USTR Ambassador Tai visits Wisconsin Dairy Farm, Meets with FarmFirst Members

U.S. Trade Representative Katherine Tai joined Representative Ron Kind, D-Wisc., for a tour of Hamburg Hills Farm in Stoddard, Wisc. on Friday, July 16. Tai's visit to Wisconsin included participating in a roundtable discussion with local farmers and small business owners. Several dairy farmers had the opportunity to voice their concerns and priorities for dairy exports with Ambassador Tai and highlight the impact of trade policy on American dairy producers.



During her visit, Tai emphasized the importance of making sure farmers, including those from small and family-owned farms, and agricultural workers have a seat at the table as trade policy is developed. She also discussed the Office of the U.S. Trade Representative's commitment to ensuring that farmers can bring their products to new markets and expand their customer bases.

FarmFirst members, Christina Winch and her son Randy from Winch's Pine Grove Farms were in attendance to share their perspective on the value of trade for U.S. dairy farmers.

In comments made to Ambassador Tai and Rep. Kind, Christina emphasized the safety and high quality of U.S. dairy products, describing the detailed quality and animal welfare program their farm's milk undergoes before being made into cheese.


While participating in the trade roundtable is a unique experience, it was also refreshing to hear directly from Ambassador Tai. "I really appreciate her overall perspective and outlook on trade, that we need to use trade as an opportunity to raise standards, not allow trade to be a race for who can sell things for the cheapest price. U.S. dairy has a unique opportunity to bring high quality, safety food standards coupled with animal welfare criteria to anywhere in the world," said Christina.



"Ambassador Tai is very well-engaged and receptive on all the concerns farmers shared," said Christina. "She understands the importance of the USMCA, for both moving forward with the dispute settlement case with Canada and for pushing back on protectionist measures from Mexico. She is well-versed

on the trade opportunities available in the United Kingdom, Japan and Southeast Asia, in addition to defending science-based requirements as they're being discussed in the EU and the limitations that geographical indicators would place on all U.S. exports."

Visiting the dairy farm in-person showcased the family behind the business and allowed for more personal conversations for Tai to better understand the great care and decision-making that goes into managing a dairy farm. This same sentiment was echoed in Tai's comments during the roundtable, as all the guests there appreciated the opportunity to connect with the trade ambassador on such important issues.

"This is such a great opportunity for dairy farmers," said Randy of the experience. "From my FFA leadership involvement, I have always believed it to be important to get members' input and perspective on issues. This was awesome to witness, to see our top trade ambassador gain insight from the grassroots of the industry: farmers." 

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FarmFirstDairyCooperative.com



Like us on Facebook at
www.facebook.com/FarmFirstDairyCooperative

House Adopts Ag-FDA Spending Bill with NMPF-led Amendments

The House recently passed the Fiscal Year 2022 Agriculture-FDA Appropriations bill as part of a larger 'minibus' appropriations package. During floor consideration, the dairy industry was represented by the National Milk Producers Federation (NMPF), and they secured approval of two bipartisan amendments.

One directs FDA to complete pending guidance to ensure labeling enforcement of dairy product standards of identity, and another provides \$5 million for FDA to enact a directive to seek approaches to reviewing animal feed additives that make environmental or health claims as foods rather than have them go through the new animal drug approval (NADA) process. This is designed to speed their arrival to market and help dairy producers reap their environmental benefits.

The bill also includes a number of other NMPF-backed provisions, including an extension of the provision we secured last year to allow schools to continue to offer low-fat flavored milk, as well as funding for programs including the Farm and Ranch Stress Assistance Network, the ReConnect broadband program, the Dairy Business Innovation Initiatives, and the Healthy Fluid Milk Incentives Program. The Senate Appropriations Committee is slated to move forward with its own measures this fall, setting the stage for final negotiations later this year.

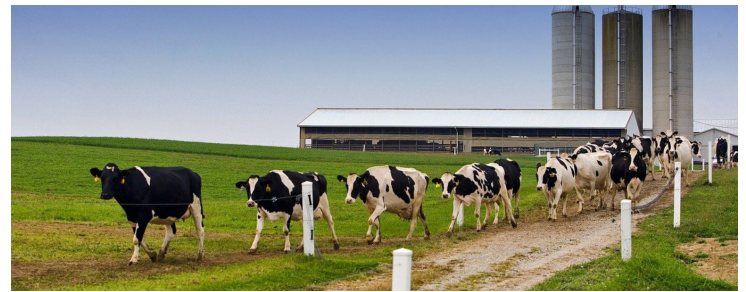
Working in stride with NMPF, FarmFirst looks forward to working with Congress to enact this measure before current government funding expires on Sept. 30. 🇺🇸

June DMC Margin Slips to \$6.24 Per CWT

The USDA released its latest Agricultural Prices report on July 30, with the Dairy Margin Coverage income over feed price margin at \$6.24 per hundredweight for June, triggering a payment for farms at the \$6.50 or above coverage level.

Those with Tier I (5 million pounds or less of covered production history) who are insured at the top level of \$9.50 per cwt will see a payment of \$3.26 per cwt, the largest since February cwt.

June's DMC came in 65 cents less than May, which was also the second lowest of the year and the fifth straight month in which a margin was below \$7 per cwt. February 2021's DMC was just 2 cents lower than June's. The margin has been lower in only two other periods in the seven-year history of the DMC program or its predecessor, the Margin Protection Program for Dairy (MPP-Dairy). That occurred during the peak of the COVID-19 milk market disruptions in April-May 2020 and then in May-June 2016. 🇺🇸



House Ag Advances Disaster Assistance



At the end of July, the House Agriculture Committee unanimously approved a revised version of the 2020 WHIP+ Reauthorization Act (H.R. 267). The original measure included a reauthorization of the Wildfire and Hurricane Indemnity Program Plus

(WHIP+), but NMPF worked directly with House Agriculture Committee Chairman David Scott (D-GA) and Ranking Member Glenn 'GT' Thompson (R-PA) to secure an extension of the WHIP-Milk Loss program for calendar years 2020 and 2021.

It is important to maintain this program in the event of weather-related disasters, which may leave producers with no option but to dispose of their milk, as was the case in Florida due to Hurricane Irma's impact back in 2017 and in Texas earlier this year on account of the polar vortex. The revised legislation expands the original program to offer coverage options for events including

derecho storms, deep freezes, power outages, and excessive heat. Finally, it makes dairy cooperatives eligible to receive and distribute program payments to producers in cases where that approach may be desirable.

Given the improvements made to the bill by the Ag Committee, a letter of support was sent by NMPF. FarmFirst anticipates that the bipartisan measure will be incorporated into appropriations legislation to be enacted sometime later this year.

Reminder of FarmFirst's Disaster Benefit for Members

FarmFirst would also like to remind members of their membership benefit through the Disaster Milk Income Loss Program, where members may receive financial assistance when they experience milk income loss due to a variety of situations, including:

- Loss due to electrocution or lightning
- Loss of electric power
- Loss due to impassable roads due to snow or flooding
- Loss by fire or windstorm

Visit www.farmfirstdairycooperative.com/membership/disaster-benefits/ to learn more about the program or contact the FarmFirst office at 608-244-3373. 🇺🇸

Consistency is Key



me that marketing milk isn't an easy task. The most common theme we come across is that producers don't understand what they're buying and how it works. They just buy it.

I reflected on this and thought about conversations I have had with my producers, and there is another common theme: Those who are uncertain or maybe even unhappy have not stayed consistent with their marketing plan. Those who seemed to be the happiest have stayed consistent and dedicated to their plan's strategy. They follow through and trusted in the process. This is particularly true when reviewing indemnity data, or what has actually been paid to producers. Consistency has led to greater results and more payments to producers.

I'm often asked; "What is the market going to do? Is it going up or down?" I do not know, and I do not want to make a statement that can negatively impact my clients. I often find myself telling producers, "The milk market doesn't care what we think." What I do know is that staying consistent with a proven plan works, and I can prove it to you.

Another question I often get is "Why should I buy insurance if the price is below my break even?" This is a great question,

Recently when talking with producers at a trade show, it became apparent to

and the answer is "because things can always get worse." Taking a look at milk prices from 2008-2020, there were only three years where we could consistently protect milk while prices were above \$17.00 on the board. In two of those years, milk ended up going down and in one of those years we saw prices rally to \$22.00. This leads me right back to consistency. Producers who have stayed consistent with a proven plan continue to be put in a better place.

At the end of the day, it's not important where milk prices are, and it's not important where they are going to go. What's important is to establish a marketing plan that is proven to work and stay consistent. Worry less about the markets and enjoy farming more.

FarmFirst leadership saw a need to connect members with experts in dairy risk management and chose to work with ARM Services LLC because of their reputation and the fact that they are a Wisconsin-based company doing business all over the Upper Midwest. Whether you are wrapping your head around risk management for the first time or asking questions about a new strategy, we are confident that ARM Services can answer your questions and build a plan that works to meet your goals. 🙌



Call Travis Glaser at ARM Services to learn more: 715-456-5607



Take Advantage of Educational Opportunities with PDPW

FarmFirst is a proud partner and sponsor of the Professional Dairy Producers of Wisconsin (PDPW), as PDPW is dedicated to providing educational resources for dairy farmers across the country.

Before the end of the year, FarmFirst will be offering to sponsor FarmFirst members to attend various workshops and training sessions. This is a great opportunity to experience a PDPW event if you've never had a chance before! Consider visiting their website at www.pdpw.org to view their available programs, including these upcoming workshops and trainings:

Wisconsin Dairy Value-Added Tours

Date: October 13 or 14

Explore dairies in northeastern Wisconsin that have incorporated value-added into their operations, including cheese-processing and renewable energy. Attend one or both days! More details available at pdpw.org.

Calf Care Connection

Date: October 26, 27, 28

Take your calf knowledge to the next level! This workshop will be repeating in three locations on Nov. 10, 11, and 12, 2020, from 9:30 am - 4:30 pm in Menomonie, Stratford, and Hilbert, WI with registration starting at 9 am.

Financial Literacy for Dairy

Date: November & December

Join PDPW's Financial Literacy for Dairy training series this fall and winter, held at PDPW Headquarters in Juneau, Wis. The multi-level, multi-session financial development program is designed to provide dairy farmers a solid financial understanding and foundation and then stretch their thinking to far broader concepts.


Limited sponsorships are available; contact Julie at FarmFirst by calling 608-286-1909 to inquire if sponsorships are still available. Don't miss out on this great opportunity! Make your reservation to attend an event today! 🙌

Save the Date for a Fall District Meeting Near You!

FarmFirst Dairy Cooperative is preparing for its 2021 Member Meetings taking place this fall. Join 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 for the noon meetings begins at 11:30 a.m., with registration starting at 7:00 p.m. for the 7:30 p.m. meetings.

Please take time to attend and help set 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! Make your reservation by calling 608-286-1906 or going online to FarmFirst's website. For those of you that cannot attend, election ballots will be available by request or online. 

Date	Time	Location
Wednesday, November 3, 2021	7:30 pm	Iron Ridge Inn, Iron Ridge, Wis.
Thursday, November 4, 2021	Noon	Fox Valley Quality Control Lab, Kaukauna, Wis.
Friday, November 5, 2021	Noon	Belgiumtown Restaurant, Stephenson, Mich.
Monday, November 8, 2021	Noon	Hotel Hillsboro, Hillsboro, Wis.
Tuesday, November 9, 2021	Noon	Rib River Ball Room, Marathon, Wis.
Friday, November 12, 2021	Noon	Dodger Bowl, Dodgeville, Wis.
Monday, November 29, 2021	Noon	Locals Bar & Coffee Shop, Epworth, Iowa
Tuesday, November 30, 2021	Noon	River Boat Lanes, Wabasha, Minn.
Tuesday, November 30, 2021	7:30 pm	Stout Craft Company, Menomonie, Wis.
Wednesday, December 1, 2021	Noon	Pooch Corner Pub, Freeport, Minn.
Wednesday, December 1, 2021	7:30 pm	Pizza Ranch, Pipestone, Minn.
Thursday, December 2, 2021	Noon	Pizza Ranch, Watertown, South Dakota
Friday, December 3, 2021	Noon	Pizza Ranch, Sioux Falls, South Dakota
Monday, December 6, 2021	Noon	The American Legion, Greenwood, Wis.
Monday, December 6, 2021	7:30 pm	Village Haus, Boyd, Wis.
Tuesday, December 7, 2021	Noon	The American Legion Hall, Marshfield, Wis.
Wednesday, December 8, 2021	Noon	Pizza Ranch, Fond du Lac, Wis.
Thursday, December 9, 2021	Noon	Moose Lodge, Monroe, Wis.

Leadership Opportunities Coming Up in 2022

FarmFirst Dairy Cooperative is seeking nominations! Board of Director seats that are up for election include Districts 1, 3, and 5. Districting & Resolutions Committee seats up for election include Districts 1, 3, 5, 7, and 9. 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 2022 Annual Member Meeting in Onalaska, Wis. on February 11-12, 2022.

Districts with Board of Director Elections:

District 1 - Wisconsin Counties of Florence, Forest, Marinette, Oconto, Outagamie, Shawano, Waupaca and the Upper Peninsula of Michigan.

District 3 - Wisconsin Counties of Columbia, Dane, Dodge, Fond du Lac, Jefferson, Milwaukee, Ozaukee, Racine, Rock, Walworth, Washington and Waukesha.

District 5 - Wisconsin Counties of Adams, Crawford, Green Lake, Iowa, Juneau, Marquette, Portage, Richland, Sauk, Vernon and Wood.

Nominations are open until October 1. Make yours today! 

New District Meeting Locations!

There are a few new locations for this year's District Meetings. Check out the list and reserve your spot!

Help Dairy Get #BacktoSchool

As kids head back to school, so should dairy! Consider using these hashtags and key messages on your social media account to spread the word that dairy is an important part of having a healthy body ready to learn.

1. #BackToSchool is around the corner! Dairy is essential to a child's healthy diet. #Protein-packed #dairy foods also provide a wealth of vitamins and minerals, including calcium and vitamin D.

2. All age groups, beginning at age 4 and including nearly 80% of youth ages 9-13, fall short of meeting #dairy intake recommendations. That's why we're urging @USDA to expand school milk offerings. #BackToSchool

3. School meal programs play an important role in promoting the consumption of healthy foods, including #dairy. Fact: #Milk is the top source of 13 essential nutrients in the diets of children and youth aged 18 and younger. #BackToSchool

JUNE 2021

	UPPER MIDWEST		CENTRAL	MIDEAST
Order Name and Number	Order 30	Order 32	Order 33	
Producer Milk (lbs.)	1,283,761,106	1,094,988,620	1,597,548,812	
Producer Price Differential @ base zone	\$ 0.17	\$ 0.23	\$ 0.60	
Statistical Uniform Price/cwt @ 3.5% BF*	\$ 17.38	\$ 17.44	\$ 17.81	
Class I Price/cwt	\$ 20.09	\$ 20.29	\$ 20.29	
Class II Price/cwt	\$ 16.66	\$ 16.66	\$ 16.66	
Class III Price/cwt	\$ 17.21	\$ 17.21	\$ 17.21	
Class IV Price/cwt	\$ 16.35	\$ 16.35	\$ 16.35	
Component Prices & Test Avg. % aves				
Butterfat/lb.	\$ 1.9641	3.90%	3.82%	3.80%
Protein/lb.	\$ 2.5834	3.08%	3.13%	3.09%
Other Solids/lb.	\$ 0.45790	5.79%	5.80%	5.79%
SCC Adjust Rate/1000	\$ 0.00082			
Producer Milk Classified %				
Class I	14.60%	29.96%	31.20%	
Class II	17.20%	13.67%	23.80%	
Class III	55.50%	25.68%	29.00%	
Class IV	12.70%	30.69%	16.00%	
	100.00%	100.00%	100.00%	



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Leadership nominations close
October 1st -
Make yours 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.

Leonard Brubaker
Joseph & Miriam Hoover
Tammie Anderson Gayman
Glenn Roffers
Mark Van Galder
Daniel Beachy

John Vander Wal
Trevor Rose
Marvin & Kris Amundson
Shane & Lyssa Van De Hei
Erik Forshaug
Mark Wall

Adam & Marie Vanden Wymelenberg
Chris Trust
Aaron Vaughan
Christian Yoder
Jim and Kathy Hurtgen

Learn more
about your
Disaster Benefits
today!

For more information:
Call the office at 608-244-3373
or visit our
Disaster Benefits webpage on
www.FarmFirstDairyCooperative.com.