

# MILKLINE

## NEWSLETTER



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## Dairy Promotion More Important Than Ever



As we welcome the month of May, I am hopeful that spring-like weather will finally arrive and stay for good. But I know that the days will pass by quickly, and before we know it, we're into June, when dairy promotional events are taking place across the Midwest, giving dairy farmers the opportunity to share the goodness of milk and dairy products and stories of the powerful roles dairy farmers and the industry have within their communities.

The word 'powerful' really is all-encompassing. Dairy farms are powerful economic engines, generating of tens of thousands of dollars in the local economy. Research conducted through Dairy Farmers of Wisconsin estimates that each dairy cow generates an average of \$36,000 in economic activity a year. Likewise, dairy farmers are powerful through

their leadership and involvement in local government and community organizations.

Powerful is a perfect way to describe milk, as it packs powerful nutrition in every glass of milk we drink, spoonful of yogurt or cheese we eat.

***“Dairy farms are powerful economic engines - each dairy cow generates an average of \$36,000 in economic activity a year.”***

Yet, while we prepare to celebrate all that dairy provides at our dinner tables, the community and economy, we cannot overlook the importance of promoting dairy to those outside of the industry as it is a constant battle to tell our story and correct misinformation and personal agendas.

Take for example New York City's mayor, Eric Adams, who has his own personal agenda.

In March, Mr. Adams attempted to ban chocolate milk in New York City's public schools. His efforts were met with resistance, and it appears that he has now shifted his attention to push a pilot program that requires plant-based meals in NYC public schools as an option.

Mr. Adams' attempt goes beyond being misinformed or unaware of dairy's nutritional package; this is simply a personal agenda. Apparently, Mr. Adams is known to follow a mostly vegan diet, and has already instituted 'Vegan Fridays' in public schools. To his credit, he did co-sign a bill to put whole

milk back into schools. Because of the resistance he received he had to clarify his viewpoint in a public letter, stating that his "administration is committed to empowering our students and their parents with the information and resources needed to make healthy

choices for themselves and our city."

New York dairy farmer, Nate Chittenden, who's milk is shipped to Agri-Mark Cooperative and provides milk to many New York City public schools, raised some concerns with the entire situation in a Dairy Herd Management magazine article.

"What bothers me the most is that we are trying to set up our children to be making healthy food decisions for their entire lives. You know, I don't want somebody that's living a vegetarian lifestyle or a vegan lifestyle to feel like they're being forced to drink milk if they don't want to. Ultimately, it's about having choices. It's a good thing."

I agree whole heartedly with his argument and concern. Yes, is it important to have options, especially for anyone with food allergies or intolerances. However, it is important to be truthful in directing what foods are great sources of the nutrients that

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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.

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**Dairy Promotion More Important Than Ever**

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are needed for a healthy diet even if those foods are not preferred food options for individuals. In my own household, no matter how much my family dislikes eating broccoli, there is no denying it is a very healthy and nutritionally packed vegetable! The same is true for milk – no matter how one feels about drinking it, the nutritional package is sound and even envied by plant-based imitators.

And when it comes to sustainability, dairy farming is too often targeted as being a climate change perpetrator, when dairy should be lauded for its decades long involvement and commitment in being part of the solution for environmental concerns. Today, the U.S. dairy industry accounts for just 2 percent of the country's total Greenhouse Gas Emissions. Producing a gallon of milk in 2017 used 30 percent less water, 21 percent less land and had a 19 percent smaller carbon footprint than it did in 2007. That is equivalent to the amount of carbon dioxide removed from the atmosphere by half a million acres of U.S. forests every year. And dairy continues to make strides to produce milk more sustainably every day.

***“Producing a gallon of milk in 2017 used 30 percent less water, 21 percent less land and had a 19 percent smaller carbon footprint than it did in 2007.”***


Another way the industry is documenting its sustainability progress is through the National Farmers Assuring Responsible Management (FARM) Environmental Stewardship module, which helps tell dairy farmers' story through a comprehensive estimate of greenhouse gas emissions and energy use on dairy farms. This segment of the FARM program provides the tools and resources for farmers to measure and improve their environmental footprint, and ultimately, provide sound facts and figures to national leaders when it comes to evaluating the true impact of dairy on the environment.



The dairy community will need to remain steadfast in promoting the good work and positive impact dairy has on our communities and overall economy, and how farmers are committed to being part of the solution when it comes to addressing climate change. There is no doubt that dairy alternatives will continue

to attempt to compete with real dairy, but I believe that the wholesomeness of dairy will continue to be the preferred favorite among consumers for all the right reasons. It's real, and just tastes so good.

For someone like Mr. Adams, attending a “Breakfast on the Farm” event is not likely to change his mind. However, dairy promotional events lit will remind thousands of individuals and families, rural and urban of the goodness of milk and dairy products and, of the great care dairy farmers provide their cows and the concern they have to protect our land and water resource.

I encourage all of you to tell your “powerful” story this June, July, August, September .... 

*Article by Julie Sweney  
 FarmFirst Dairy Cooperative*

## Dairy Advises USDA on Needed Supply Chain Actions



Additional action was taken by the National Milk Producers Federation (NMPF) and the U.S. Dairy Export Council (USDEC) in late April to help alleviate food supply chain disruptions, urging additional steps by the Biden administration to provide relief and support to dairy farmers and exporters.

In a letter to Agriculture Secretary Tom Vilsack and Transportation Secretary Pete Buttigieg, the dairy groups called for improved interagency collaboration to enhance capacity at ports, incentivize carriers to load export cargo, and strengthen transparency throughout the supply chain.

The primary recommendation calls for USDA's Agricultural Marketing Service (AMS) to restart its Ocean Shipping Container Availability Report (OSCAR). The OSCAR report, which AMS discontinued a few years ago, provided weekly snapshots on the availability and location of containers at ports and other facilities. Shipping containers for U.S. dairy exports continue to be in short supply at coastal ports, and even more scarce at inland locations.

The additional supply chain actions NMPF requested include:

- Establishing inland pop-up terminal yards, similar to those in Oakland and Seattle, in Minneapolis, Chicago, Detroit, Salt Lake City and Kansas City to enable greater access inland to containers and improve the ability to secure vessel accommodations with short earliest-return-date windows at those locations;
- Developing the fast lane concept to incentivize the flow of agriculture exports into and from ports. This would include trucking lanes at port terminals that are dedicated to the expeditious delivery of perishable agriculture goods to ports;
- Incentivizing ocean carriers to load more export containers, instead of empty containers, through preferred or prioritized berthing access;
- Including real-time tracking of containers as part of the Administration's Freight Logistics Optimization Works initiative;
- Piloting projects with carriers for dual turns of containers, where containers delivering imports to an in-land location may be provided directly to an export-focused shipper, rather than being sent back empty to the port. This could be supported through the USDA's Commodity Credit Corporation resources.

Further, NMPF joined a large coalition of business groups in urging House and Senate negotiators to include the more helpful House language in the Ocean Shipping Reform Act that both chambers have passed, and now must reconcile to produce a final, compromise version. The Senate bill is not as prescriptive in regulating the actions of ocean carriers as the House version, and many in the business community have joined in seeking inclusion of

the lower chamber's language in the final version of the legislation.

And in yet another related effort to unsnarl supply chains, NMPF joined with the Agricultural Transportation Working Group (ATWG), a coalition of farm and food industry groups, in asking the Surface Transportation Board (STB) to take steps to lower rail rates and ease shipping backlogs.

The STB held a two-day hearing in early May to address issues affecting ag shippers. The letter from ATWG asks the STB to avert additional shipping challenges by fostering increased competition, and by implementing financial incentives for railroads to perform more efficiently. The letter also urges the board to finalize a proposed rule that would allow shippers that are served by a single railroad to request bids from a nearby competing railroad.

FarmFirst recognizes the negative impact that supply chain issues have, not only on moving dairy products off our shores in the form of exports, but also to transport valuable inputs, parts and equipment that farmers need. Advocating on meaningful policy change to drastically improve efficiency at our ports and throughout the supply chain remains a top priority. 🇺🇸

## Industry Disappointed by Changes to UW Farm & Industry Short Course

In recent weeks, the University of Wisconsin announced that beginning in 2023, the Farm and Industry Short Course program at UW-Madison's College of Agricultural and Life Sciences (CALS) will switch from a for-credit, on-campus residential experience lasting 16 weeks, to a more flexible, non-credit format "better able to meet the constantly changing needs of Wisconsin's agribusiness community." The residential program will end this spring when the current class of Farm and Industry Short Course (FISC) students receive their certificates.

FarmFirst was among several groups and individuals that voiced disappointment in the change. After participating and making comments during a listening session, FarmFirst General Manager, Jeff Lyon, said in a Wisconsin Public Radio interview that action should have been taken sooner by the university to turn around declining enrollment. He added that UW-Madison needs to figure out how they're going to make the new version of the Short Course stand out from farming programs already available at the state's technical colleges.

FarmFirst remains hopeful that the Farm and Industry Short Course Program will meet the needs of the state's young farmers and remain a competitive program into the future. FarmFirst will continue to monitor the status of the program and work with CALS on providing guidance into the future. 🇺🇸





### Celebrate National Beef Month This May

Grilling season is here! As beef enthusiasts everywhere don their aprons and click their grilling tongs, May Beef Month

is a celebration of the farmers who are a crucial part of this region's heritage, economy, and future.

Whether it's a Ribeye Steak on the grill or a Chuck Roast for the family, consumers are choosing beef. In fact, per capita

consumption of beef and veal is nearly 59 pounds a year. That's almost 236 quarter-pound burgers!

And it's no wonder why. Beef is a nutrient powerhouse that supplies half the daily value of protein in just one 3 oz serving. Filled with 10 essential nutrients like zinc, iron, and B vitamins, beef can help our bodies feel more satisfied with fewer calories. Beef's great versatility means there are plenty of options for every taste and budget. 🍴

### Get to Know Your Board: Stephanie Hughes of Pittsville, Wis. - District 5 Director



**Name: Stephanie Hughes**  
**Location: Pittsville, Wis.**  
**First Joined the Board: 2022**

#### Tell us more about your dairy farm.

My husband, Alan, and I both grew up on family dairy farms, were married in 2007, and began farming together that same year. We purchased

our farm in Pittsville in July 2015. Today, we rotationally-pasture graze our herd of Jerseys in addition to growing our own corn for feed and buy our own hay and grain. Alan works off the farm with the Wisconsin National Guard and works as a substitute teacher at Pittsville Public Schools. When Alan isn't away on Guard duty, he helps with feeding, fieldwork and is Mr. Fix-It when it comes to our farm machinery (Alan previously owned an airplane repair business).

In the spring of 2020, we began a new venture and diversified our farm by establishing a small on-farm brand to sell our dairy beef. In 2021, we built an actual on-farm market building to sell local products, including our beef, milk lotion, goat milk soap, crafts and homemade jewelry.

We have three sons; Bryce age 11, Gavin age 10 and Derek age 5, who all enjoy helping on the farm and keep us busy with sports schedules.

#### Why do you choose to be a member of FarmFirst Dairy Cooperative?

I chose to become a member of FarmFirst Dairy Cooperative because of the ample opportunities I knew the organization had. As a young, female dairy farmer, I was looking to get involved and to participate in leadership development opportunities. I learned about FarmFirst's Young Cooperator program, and immediately became involved with that. Thanks to FarmFirst, I have participated in personal leadership development, including PDPW's financial literacy program, and I have also participated

in the National Young Cooperator D.C.-Fly-In. When it comes to leadership development and personal growth, I personally know the extent of opportunities FarmFirst has made available to its members.

#### What motivated you to run for a director seat on the board?

After being involved in the cooperative's Young Cooperator program, I wanted to take the next step as a leader and join the board. From my experience, FarmFirst is focused on its members, and I am excited to be a part of the decisions that will impact and help improve membership programs. I also believe it to be important to have women involved in dairy leadership roles.

#### What do you hope to achieve while on the board?

Having just joined the board in February, I am looking forward to learning from all the veteran board members and to bring more opportunities to young, beginning farmers, like I once was. I believe you can never stop growing and improving, whether that means as the owner of your farm or as a leader in an organization. I am also passionate about sharing all that the cooperative offers since I believe many members are not aware of all the opportunities available to them.

#### When it comes to advocacy efforts, what issues are most important to you?

The issue most important to me is bridging the gap between farmers and consumers. After establishing our own farm brand of dairy beef and being able to answer questions directly to customers who stop in to purchase some cuts of meat and to learn more about the farm, I am in awe of some of their questions. They genuinely are curious on how we care for our animals and how things are done on the farm, in addition to knowing how the food they eat was produced. They know being a farmer is hard work, but they're curious as to the details on how feeding, caring for and milking the cows takes place. I believe it to be important to show consumers what we do, and that dairy is wholesome and healthy, so consumer confidence is important to me as well as dairy labeling. 🍴

# Announcing 2022 Scholarship Recipients

In its tenth year of the program, FarmFirst Dairy Cooperative is proud to announce its 2022 scholarship award recipients. This year continues the tradition of significant support made by the cooperative for members' children, awarding \$27,000 to 19 applicants this year. In total, \$208,000 has been given to 224 students since 2013. Scholarship recipients were selected based on leadership, scholastic achievement, and extracurricular activities in addition to essay responses and their future career goals. **Congratulations to the 2022 FarmFirst Dairy Cooperative Scholarship Award recipients!** 🐮



Kacy Anderson  
Mindoro, WI



Alane Artac  
Greenwood, WI



Emma Bangart  
Stratford, WI



Brittany Bauer  
Marshfield, WI



Emily Bittelman  
Westfield, WI



Tyler Bohnert  
East Moline, IL



Brady Dehnke  
Augusta, WI



Delana Erbsen  
Lanark, IL



Breann Flannery  
Argyle, WI



Grace Kling  
Taylor, WI



Jacob Knigge  
Omro, WI



Lora Korth  
New London, WI



Kelsie Kreklau  
Stetsonville, WI



Brooke Lebal  
Kennan, WI



Mary Lewandowski  
Hatley, WI



Jacob Matyka  
Rib Lake, WI



Ian Riehle  
Edgar, WI



Calli Storms  
Muscoda, WI



Ezekial Wagner  
Seymour, WI



MARCH 2022

	UPPER MIDWEST	CENTRAL	MIDEAST	
Order Name and Number	Order 30	Order 32	Order 33	
Producer Milk (lbs.)	2,759,340,175	1,334,888,635	1,434,248,620	
Producer Price Differential @ base zone	\$ 0.21	\$ 0.70	\$ 0.93	
Statistical Uniform Price/cwt @ 3.5% BF*	\$ 22.66	\$ 23.15	\$ 23.38	
Class I Price/cwt	\$ 24.68	\$ 24.88	\$ 24.88	
Class II Price/cwt	\$ 24.76	\$ 24.76	\$ 24.76	
Class III Price/cwt	\$ 22.45	\$ 22.45	\$ 22.45	
Class IV Price/cwt	\$ 24.82	\$ 24.82	\$ 24.82	
Component Prices & Test Avg. % aves				
Butterfat/lb.	\$ 3.0935	4.17%	4.12%	4.07%
Protein/lb.	\$ 2.7182	3.25%	3.30%	3.25%
Other Solids/lb.	\$ 0.61310	5.79%	5.79%	5.78%
SCC Adjust Rate/1000	\$ 0.00103			
Producer Milk Classified %				
Class I	7.70%	28.53%	39.10%	
Class II	1.20%	7.55%	10.00%	
Class III	90.50%	52.59%	48.10%	
Class IV	0.60%	11.33%	2.80%	
	100.00%	100.00%	100.00%	



P.O. Box 14380  
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**FarmFirst 2022 Scholarship  
Recipients Announced!**

## Keep Your Aim at High Milk Prices and Give LGM a Shot

LGM dairy, like DRP, offers a subsidized floor on milk. The advantage to LGM is doing shorter segments vs quarterly segments.

This mitigates the averaging affect that we see in DRP. If you have used LGM in the past, keep in mind, there have been several positive changes made in recent years.

- Sign up is available every Thursday
- No limit on CWT's
- Fully-funded

Give LGM Dairy a look and you too, will find it to bring the best value. Call Travis Glaser at ARM Services at 715-456-5607 to learn how LGM can protect your milk price.

