

# MILKLINE

NEWSLETTER



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## As Kids Head Back to School - So Should Whole Milk



The arrival of Labor Day not only signifies the transition of the seasons from summer to fall, but also the beginning of another school year.

In recent years, there has been a growing debate surrounding the nutritional food and beverage choices offered to students in schools. One particular aspect that has gotten increased attention is the lack of availability of whole milk.

FarmFirst has been a long-time advocate for expanded dairy options in schools and wholeheartedly endorses the Whole Milk for Healthy Kids Act. This legislation seeks to reintroduce whole milk into school cafeterias. While skim and low-fat milk have dominated the menu for years, there are compelling reasons why bringing back whole milk to schools would be beneficial for children's health and

well-being.

The Healthy, Hunger-Free Kids Act was enacted in 2010. Two years later, whole milk was completely removed from America's public schools. This change was prompted by concerns about childhood obesity and fat consumption. However, what followed was an unintended consequence: students were deprived of the essential nutrients of whole milk. Instead, they were limited to low fat or fat-free options that some children refused because of the difference in taste.

The Whole Milk for Healthy Kids Act aims to reverse the current regulations of only low-fat and fat-free milk options in schools. The Act emphasizes the importance of providing students with a balanced diet that includes whole milk, which is backed up by scientific evidence suggesting that whole milk provides a range of health benefits, especially for growing children.

**Essential Nutrients** - Whole milk is a natural source of vital nutrients such as calcium, protein, and Vitamin D. These nutrients are fundamental for proper bone development, immune function, and overall growth, particularly in the formative years of childhood.


**Cognitive Development** - The presence of healthy fats in whole milk plays a pivotal role in supporting brain development. As students focus on learning in school, whole milk can aid in cognitive growth and enhance learning capabilities.

**Satiety and Stamina** - The fat content in whole milk provides lasting satiety and energy, helping students stay focused and energized throughout the school day.

**Vitamin Absorption** - Whole milk's fat content assists in the absorption of fat-soluble vitamins, including Vitamin A and Vitamin D, contributing to overall well-being.

**Addressing Childhood Obesity** - Studies have shown that consuming whole milk is not necessarily linked to obesity. In fact, some research suggests that children who drink whole milk may have a lower risk of obesity than those who consume skim or low-fat milk. The satiety provided by whole milk can help prevent overeating and support healthy weight management.

The reintroduction of whole milk in school cafeterias would not only promote children's health by offering a well-rounded selection of milk options in schools, but also the potential for increased demand for milk, thereby supporting dairy farmers.

FarmFirst will continue to advocate for expanded dairy offerings in schools and will support legislation such as the Whole Milk for Kids Act, to not only ensure proper nutrition for our children, but also to promote all of the dairy products that come from the milk produced by our hardworking members. 

*Article by Sarah Sarbacher,  
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.



## Dairy Checkoff Update

### Your Checkoff Dollars at Work Transition with NFL allows for broader partnership impact

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The dairy checkoff marked its 13th year of impact through Fuel Up to Play 60 - a school wellness program in partnership with the NFL - while preparing an evolved strategy that will bring more partners together to support dairy's role in youth wellness and improve education of the contributions of America's dairy farmers.

Beginning this school year, the checkoff will shift to the "Fuel Up" platform with a goal of bringing new and diverse partners together to expand opportunities to increase access to dairy with other nutritious foods and engage youth around healthy eating and food production.

With this change, Dairy Management Inc. (DMI) is transitioning from a partnership with the NFL to a no-cost collaboration, which paves the way to co-create programs that support youth wellness. In addition, as students' food choices and understanding of nutrition is increasingly impacted by factors outside the school building, Fuel Up will allow for a more integrated approach to engaging youth and their parents.

"This is our opportunity to reinforce dairy's support for greater access to nutrition in cafeterias and classrooms but do it in new and more effective ways," said Barbara O'Brien, CEO and president of DMI. "Fuel Up to Play 60 helped secure the reputation and legacy of dairy farmers for being champions of youth wellness, but the school environment has changed dramatically the last few years. We need to think differently to protect farmers' ability to deliver long-term value to children and in schools."

Fuel Up will work with schools and partners to deliver solutions and resources that increase access to milk and other dairy products, expand meal participation and find ways to educate students on how nutrition plays an important role in physical wellness and academic achievement. The checkoff also is introducing learning resources, including dairy-focused STEM (science, technology, engineering and mathematics) curriculum.


O'Brien said dairy's strong place in schools is driven through the state and regional network, which has had longtime relationships with educators, administrators, school food service leaders and others.

"While milk's nutrition is universal, schools are local and look different across the country, which is why relationships are so crucial," O'Brien said. "Instead of working through a singular school program, we are building a multi-partner, more flexible model that allows farmers to connect with the next generation, whether it's a big city district far from agriculture or a small rural one."

Since its debut, Fuel Up to Play 60 grew its presence in more than 73,000 schools nationwide, reaching at least 40 million students. The program has inspired millions of participants to team with community leaders, parents, other educators and students to build strong school environments. The program often incorporated dairy farmers at school visits to help bridge the connection to the true source of food.

Pennsylvania dairy farmer and DMI Chair Marilyn Hershey was among the farmers who worked closely with the program but understands the need for a strategic shift.

"We talk a lot about evolving and modernizing the checkoff and this is one way we're doing that," Hershey said. "Fuel Up to Play 60 and our partnership with the NFL met the needs of thousands of schools nationwide for many years, however it's important to recognize times have changed.

"A multi-partner approach through Fuel Up will better position us to meet the ever-changing needs of our communities, while ensuring we have the opportunity to build healthy schools and thriving kids." 

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[FarmFirstDairyCooperative.com](http://FarmFirstDairyCooperative.com)



## FarmFirst Provides Insight at Farm Bill Listening Session



The Dairy Margin Coverage program and other Risk Management Agency tools were dramatically improved in the 2018 Farm Bill and should be maintained. It's important that dairy producers continue to have access to the combination of safety net and risk management tools.

Jeff Lyon, FarmFirst Dairy Cooperative General Manager, provided these insights at the Farm Bill Listening Session hosted August 16th in La Crosse, WI by Representative Derrick Van Orden, Senator Ron Johnson, and House Agriculture Committee Chairman GT Thompson.

In addition, the Farm Bill should continue to provide funding for important conservation programs, increase funding for trade programs, and ensure that SNAP is kept in the Farm Bill with robust support to continue the long-standing connection between agriculture and nutrition.

Lyon also expressed appreciation for work that has been done on the Whole Milk for Health Kids Act, DAIRY PRIDE Act, and the upcoming hearing on full-scale modernization of the Federal Milk Marketing Order system. FarmFirst Dairy Cooperative appreciates Chairman Thompson, Representative Van Orden, and Senator Johnson for hosting this listening session and considering our input on the 2023 Farm Bill. 🇺🇸

FarmFirst supports updating the production history calculation to better reflect current on-farm production levels, as well as updating the current production threshold between Tier I and Tier II premiums to reflect growth in the average dairy farm size.

## Federal Milk Marketing Order Hearing Begins

The first day of USDA's once-in-a-generation hearing on federal milk pricing represents a critical moment for dairy's future, one in which the National Milk Producers Federation intends to lead, President and CEO Jim Mulhern said as the hearing began on August 23rd.

"Thanks to the tireless efforts of dairy farmers and their cooperatives, this industry is poised for progress as Federal Milk Marketing Order modernization is now in sight," Mulhern said, as dairy experts and government officials gathered in Carmel, IN, for what's expected to be five to seven weeks of testimony and discussion of proposals to update and improve the FMMO system, which last saw a major revision in 2000. "NMPF's comprehensive proposal for improvements to the system forms the basis of this hearing, and through our members' depth of expertise and unmatched team of dairy farmers and cooperative analysts, we are prepared to advance our industry's need for these updates."

Following USDA's initial presentations, the hearing then launched into discussions of specific issues placed within the scope of the hearing, including; milk composition; surveyed commodity products; Class III and Class IV formula factors; the Base Class I skim milk price; and Class I and Class II price differentials.

After the hearing's conclusion, entities involved in the hearing then have a period of time to respond to the testimony, followed by a USDA draft decision, then more discussion, and ultimately a vote among dairy farmers on a final proposal, likely in the second half of 2024.

Because of the hearing's complexity and the multi-step process of

formulating and approving a final plan afterward, Mulhern noted that the hearing itself is far from the culmination of the process. Still, as the centerpiece of milk-pricing efforts, the next few weeks will be the most intense for public discussion of how to create a better milk-price system for dairy farmers - a moment NMPF has spent literally years waiting for.

"Though far from the final word, this national hearing stage is a critical phase that starts a foreseeable timeline for a new system to become real," Mulhern said. "That's exciting for our industry. It took a long time, and incredible effort, to get to where we are today. With the leadership I know our member cooperatives will provide, it can only lead to a brighter tomorrow." 🇺🇸



## Member Appreciation Meetings - Make Your Reservation!

### 2023 MEMBER APPRECIATION DINNERS

As a way of saying "thanks" for being a member, you are cordially invited to attend one of our 2023 Appreciation Dinners. Join us to learn about our past year of advocacy and accomplishments, and what we are working on now. Elections for leadership positions will be held. Make your reservation at [www.FarmFirst Dairy Cooperative.com](http://www.FarmFirst Dairy Cooperative.com), by scanning the QR code or calling 608-286-1909 10 days in advance of the date of the dinner that you are attending.

**Friday, November 10, Noon**  
The Country Aire  
Stratford, WI

**Tuesday, November 28, Noon**  
AgCountry Financial  
Marshfield, WI

**Monday, December 4, Noon**  
East End Bar and Grill  
Independence, WI

**Tuesday, November 14, Noon**  
The Phoenix Center  
Richland Center, WI

**Tuesday, November 28, 7:30pm**  
Iron Ridge Inn  
Iron Ridge, WI

**Tuesday, December 5, Noon**  
Pizza Ranch  
Fond du Lac, WI

**Wednesday, November 15, Noon**  
The American Legion  
Greenwood, WI

**Wednesday, November 29, Noon**  
Pooch Corner Pub  
Freeport, MN

**Wednesday, December 6, Noon**  
Fox Valley Quality Control Lab  
Kaukauna, WI

**Thursday, November 16, Noon**  
Suisse Haus  
Monroe, WI

**Wednesday, November 29, 7:30pm**  
Pizza Ranch  
Pipestone, MN

**Thursday, December 7, Noon**  
Belgiumtown Restaurant  
Stephenson, MI

**Tuesday, November 21, 7:30pm**  
Happy's Place  
Dubuque, IA

**Thursday, November 30, Noon**  
Pizza Ranch  
Brookings, SD (1815 6th St)

**Monday, November 27, Noon**  
Village Haus  
Boyd, WI

**Friday, December 1, Noon**  
Tilly's  
Oronoco, MN



REGISTRATION QR CODE

## FarmFirst Dairy Cooperative - In the Field



*FarmFirst Dairy Cooperative field staff were busy in August attending various events and activities to promote dairy and provide education to youth. If you are a member that has an event coming up on your farm or in your community that promotes the dairy industry and are looking for support, please reach out to your field representative to find out how we can help.*

## Dairy Business Innovation Alliance (DBIA) Grants

The Dairy Business Innovation Alliance (DBIA), a partnership between the Wisconsin Cheese Makers Association (WCMA) and the Center for Dairy Research (CDR), began accepting applications on August 21 for two upcoming grant opportunities: the Dairy Business Builder Grant Program and the Dairy Industry Impact Grant Program.

The Dairy Business Builder Grant Program encourages small- to medium-sized dairy farmers, entrepreneurs, and processors in the Midwest to pursue innovative projects such as dairy farm diversification, on-farm processing, value-added product creation, and efforts to market dairy products for export. Reimbursement grants of up to \$100,000 each will be awarded following a competitive review process.

The Dairy Industry Impact Grant Program welcomes applications in targeted topic areas that have the potential to impact the dairy industry positively. In the upcoming grant cycle, applications will be accepted for projects related to new or expanded dairy export endeavors. Like its companion program, the Dairy Industry Impact Grant Program offers reimbursable grants of up to \$100,000 each, to be awarded following a competitive review of all applications.

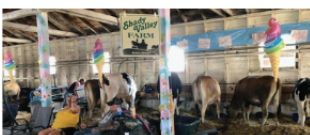
Applicants may apply for both the Dairy Business Builder Grant and the Dairy Industry Impact Grant if they have two separate projects related to DBIA goals. Companies can receive awards from both offerings in the same grant cycle. Online application forms will be posted to [www.cdr.wisc.edu/dbia](http://www.cdr.wisc.edu/dbia) on August 21; the submission deadline is October 18 at 5 p.m. Central Time. Applicants will be notified of the results in early December. 🇺🇸



## Upper Penninsula State Fair - Michigan Member Spotlight



Family Dairies USA Field Representative, Cheryl Zabloski-Wagner, was at the Upper Peninsula State Fair in Michigan, meeting with and showing support for patrons. FarmFirst also sponsored the exhibitors pizza party. Member farms at the fair included Melodydell Farms, the Mellgren family, Scott Havelkas, and the Benson family. Family Dairies patron and FarmFirst member Cool Acres Farm, the Grondine Family, was giving a special tribute from the U.P. State Fair Authority Board for supporting and exhibiting at the fair for 95 consecutive years! 🇺🇸



# JULY 2023

	UPPER MIDWEST	CENTRAL	MIDEAST
Order Name and Number	Order 30	Order 32	Order 33
Producer Milk (lbs.)	2,791,458,415	1,259,733,998	1,394,565,107
Producer Price Differential @ base zone	\$ 0.41	\$ 2.11	\$ 2.47
Statistical Uniform Price/cwt @ 3.5% BF*	\$ 14.18	\$ 15.88	\$ 16.24
Class I Price/cwt	\$ 19.12	\$ 19.32	\$ 19.32
Class II Price/cwt	\$ 19.12	\$ 19.12	\$ 19.12
Class III Price/cwt	\$ 13.77	\$ 13.77	\$ 13.77
Class IV Price/cwt	\$ 18.26	\$ 18.26	\$ 18.26
<b>Component Prices &amp; Test Avg. % aves</b>			
Butterfat/lb.	\$ 2.7986      3.99%	3.93%	3.91%
Protein/lb.	\$ 1.1991      3.10%	3.12%	3.10%
Other Solids/lb.	\$ 0.0689      5.81%	5.81%	5.85%
SCC Adjust Rate/1000	\$ 0.00074		
<b>Producer Milk Classified %</b>			
Class I	5.30%	25.35%	35.30%
Class II	1.10%	6.71%	6.93%
Class III	93.00%	56.55%	53.83%
Class IV	0.60%	11.39%	3.94%
	100.00%	100.00%	100.00%



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