DBMMC August Stats
Total members: 761
Monthly milk: 835 million pounds
Total cows: 359,161

UPCOMING EVENTS

NOV. 1
- Free farmer registration for Dairy Strong ends

NOV. 1 - 3
- Farmer Cooperatives Conference
  St. Paul, MN

NOV. 15 - 16
- Sustainable Agriculture Summit
  Kansas City, MO

NOV. 28 - 30
- Minnesota Milk Dairy Conference & Expo
  Welch, MN

DEC. 15
- MPP sign-up closes for 2018 coverage

JAN. 17 - 18
- Dairy Strong Conference
  Madison, WI

Animal rights tactics: Groups gear up to do more harm
By Casey Whitaker, communications manager, Animal Agriculture Alliance

Do you ever wonder what campaign, movie or myth the animal rights movement will think of next? The Animal Agriculture Alliance has been tracking animal rights groups for more than 30 years to predict their next moves and keep farmers, ranchers, veterinarians and everyone in the animal agriculture industry ready for what may come in the future.

The Alliance sends representatives to the National Animal Rights Conference every year to gather insight on strategies and tactics of the animal rights movement. The Alliance shares a detailed report including quotes and observations with its members so they can stay informed. The 2017 event emphasized the “humane meat myth,” clean meat innovations, expanding vegan options into the marketplace and a need for inclusivity within the movement.

All-size farms targeted

Speakers urged attendees to avoid using the term “factory farming” to encompass small farms in their rhetoric, and breaking the law continued on page 2.

Letter From Leadership

Greetings,

I want to thank everyone who stopped by the DBMMC booth or joined us at our policy update lunch at World Dairy Expo. As you may have noticed, there are a lot of exciting things going on in DBMMC. Your voice is getting stronger and we are being heard.

No matter where we are, DBMMC is gaining strength and interest. This is not by accident, but by design.

Around three years ago, I joined DBMMC and I could see the great foundation that had been built by the founding members and board. This foundation is strong because it’s rooted in the belief that dairy farmers need a stronger voice within the greater dairy community and throughout the world.

Our farmers are among the most trusted people in the world. This is fitting, given farmers’ tremendous work ethic and their dedication to providing safe and wholesome food. We need to better tap into that trust to connect with customers who have an increasing number of choices, face confusing marketing and see propaganda from activist groups.

Today, we have a robust agenda centered on amplifying the voices of farmers. These are voices of wisdom, trust and integrity. DBMMC is stepping up our efforts to better represent our members’ collective voice. Let’s face it, you deserve an organization that portrays your image in the most appropriate and effective way. As the foundation is solid and true, we must make sure your voice is transparent, authentic and strong.

Over the next several weeks, DBMMC will bring more clarity, excitement and courage as we promote your ideas and priorities. We will bring a fresh and powerful voice for our members and the greater dairy community. After all, we represent the best of the best.

Tune in next month to find out who is coming to the table to support our work on your behalf.

Stay tuned,
Tim

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- Dairy Strong Community talks........3
Animal rights tactics continued from page 1

name of animal rights was deemed acceptable. These tactics are already in use as we see an uptick of activists breaking into farms of all sizes and stealing animals.

Just in the last few months two different animal rights groups broke into farms in Colorado and Utah to “rescue” animals. Direct Action Everywhere trespassed and broke into a commercial pig farm while Denver Baby Animal Save walked onto a free-range chicken farm. The No. 1 goal of animal rights groups is to put farmers and ranchers out of business, no matter the size of the farm.

Pressure campaigns Another theme at the conference was to continue pressuring restaurants, retailers and foodservice companies to adopt certain policies for their supply chain — not to improve animal welfare, but to increase prices for both the farmer and the consumer. The focus has shifted from egg-laying hens to broiler chickens, and the next target will likely be aquaculture, according to speakers at the conference. The Humane League is notorious for pressure campaigns and their executive director recommended "putting blood drops on their logo."

The Alliance keeps detailed profiles on more than 70 animal rights groups for its members. Some of the most active animal rights groups include: The Humane League, Direct Action Everywhere, The Save Movement, The Humane Society of the United States, Mercy For Animals and Compassion Over Killing.

DBMMC is proud to partner with the Animal Agriculture Alliance to represent the dairy community. Collaboration with others in agriculture is vital to face the challenges ahead.

To find out more about the Alliance and the resources that are available, visit animalalliance.org.

LEGISLATIVE Update

John Holvast, director of government affairs

DBMMC backs American Farm Bureau’s proposed new risk management tool for dairy

To provide dairy farmers with more risk management options, American Farm Bureau has proposed the creation of a new program called Dairy- Revenue Protection (or Dairy-RP). This product is the brainchild of John Newton, a Farm Bureau economist who formerly worked for National Milk Producers Federation and the University of Illinois Urbana-Champaign. It would allow dairy farmers to purchase a type of insurance against declines in quarterly revenue from milk sales, which would cover unexpected declines in prices and/or production.

To accurately reflect farm-level revenue risk, dairy farmers would determine how their milk is priced under their policy by opting to use the classified milk price or a combination of the prices for milk components (milkfat, protein and other milk solids). Dairy-RP would function like other crop revenue protection policies in that the revenue guarantee would be based on futures prices, expected production and market-implied risk.

A concept proposal for the program was approved by the Federal Crop Insurance Corporation (FCIC) in August. Farm Bureau submitted its final proposal in October. DBMMC joined with other groups in submitting a letter of support.

In our letter, we acknowledged that there is a significant need for additional risk management tools for dairy farmers. The prolonged period of low milk prices, ongoing increases in the cost of production and future price volatility all make risk management an essential part of successful farming.

While it is true that many dairy farmers are utilizing the private market to manage risk, adding more options for farmers to choose from would be welcomed. Dairy-RP would be an especially important option for those farmers that may not feel comfortable using futures or other market-based tools. Given the diversity in farmers’ approaches to risk management, having a USDA-sponsored option available for all farms makes sense.

The much-maligned Margin Protection Program (MPP) may have been envisioned as this type of option, but we all agree that it missed the mark. In the short time that program has been available, it has already drastically fell short of farmers’ expectations and, as evidenced by recent enrollment numbers, they no longer have confidence in the program.

A central reason why Dairy-RP could be successful is that it is like the existing crop insurance programs that many dairy farmers are already using to manage risk. They are used to these programs and have found them effective. Farmers would be more inclined to buy into a program that has the familiar tracking of other programs they already utilize.

One major criticism of MPP is that it failed to accurately reflect the variability in revenue. The artificially calculated “margin” might look healthy even on farms with negative revenue. We believe Dairy-RP addresses that concern.

Presently, the dairy community lacks an effective government-supported tool for managing risk. Milk differs from most other ag commodities by not already having a crop insurance product designed with it in mind. It is in our best interests as a nation to keep dairy farming strong. Dairy-RP will help ensure that while we enjoy plenty of milk on a similar footing with most other commodities.

Need to KNOW

Where is the dairy community talking dairy?

By Dan Schmidt, senior vice president, digital innovations, Dairy Management Inc.

Imagine there’s a place online where dairy farmers, processors, retailers, your checkoff staff and many other experts discuss everything happening in the dairy world. You would have access to resources or be able to ask a question and someone with expertise who you’ve probably never met jumps in to help you.

Dairy farmers, processors, retailers, your checkoff staff and many other experts discuss everything happening in the dairy world.

If you are part of the dairy community, this is available to you — for free. Just register by filling out the form at dairynfo.org.

Now, you don’t have to take our word for how awesome it is. Maine dairy farmer Jenni Tilton-Flood says, “One of the best things about the Hub is the opportunity to gather such a wide array of information, viewpoints, resources and almost instant feedback on everything and anything related to dairy, our Checkoff, the related industries and research, while also being able to contribute and voice thoughts and opinions straight from the farm.”

“it is part sounding board, part tech support, part cheerleader and part encyclopedia. It is user friendly, mobile friendly, and dairy farmer friendly. It’s also a great way to get an inside peek at all the moving pieces of the puzzle at work beyond the farm.”

So, if you want to keep up to date on consumer and industry news and issues about dairy and interact with thousands of others across the industry, this is a must-join. You’ll never feel out of the loop again.

Contact Lauren Brey, director of marketing and research at lbrey@dbmmc.com or Joanna Warunek, digital communications manager, at jwarunek@wdiba.com if you would like help in setting up your Dairy Hub account.

Free registration for Dairy Strong closes Nov. 1

Dairy farmers: Be sure to claim your two free passes to Dairy Strong 2018! Free farmer registration ends Nov. 1. After Nov. 1, dairies can attend for $150 for both days or $99 for one day. This high-impact event will take place Jan. 17-18 at the Monona Terrace in Madison, Wis.

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If those things were all the Dairy Hub offered, that would be great — but there’s so much more.

You also get access to the Undeniably Dairy campaign materials, 70-plus communications trainings, and topic messaging, including targeted ones on topics such as antibiotics and GMOs.

More than 900 dairy farmers have joined the Dairy Hub since Dairy Management Inc. launched it in 2014. Additionally, there are more than 450 dairy professionals from co-ops and processors as well as 600 national and local checkoff executives and staff.

But that’s not all. One of the best parts of the Dairy Hub is the Amp Center. Kurt Vandevater, community manager of the Dairy Hub, explains, “We want to lead the way in telling dairy’s story, but people tell us they don’t know what to say or how. So every day, the DMI Newsroom collects the very best articles and puts them in the Amp Center, a tool that lets you share these stories to Facebook or Twitter with just a click of your mouse or a tap on your phone.”

What if there also was a place where you could get daily updates on all the news affecting dairy sales and trust ... with additional insights on those articles from dairy scientists and researchers?

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