



# Pipeline

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MAY/JUNE 2017

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## *Celebrating* Dairy's Undeniable Goodness

**A** delicious slice of cheddar on a burger at the family barbeque, a cold glass of milk or a scoop of ice cream on a piece of birthday cake. There is no denying the enjoyment that dairy can bring to special moments and to our favorite foods. However, with so many choices in the dairy aisle – including non-dairy and plant-based alternatives - many people are seeking credible information about what dairy actually is, and they have questions about the practices of the dairy industry.

In a multiyear effort to reintroduce America to dairy, the Innovation Center for U.S. Dairy – in partnership with America’s Dairy Farm Families and Importers – is launching “Undeniably Dairy™,” the first category campaign of its kind.

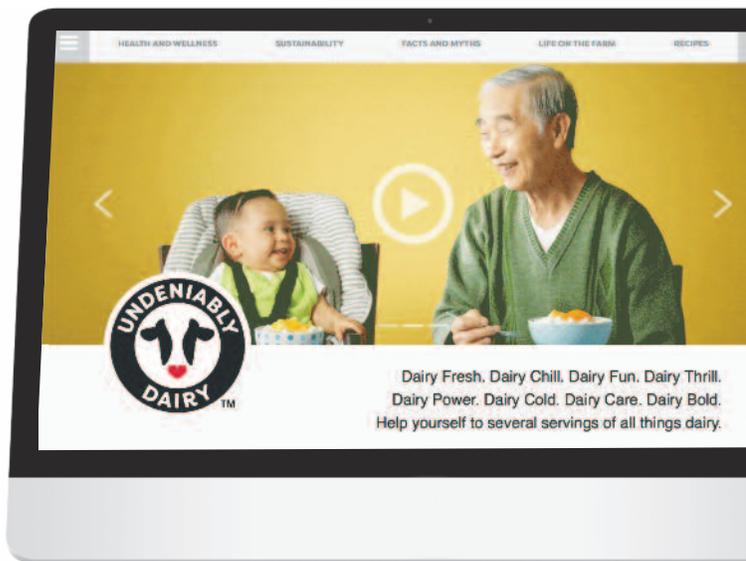
“Through the Innovation Center for U.S. Dairy, the dairy community has worked together to establish common ground on our top priorities and values, from responsible production and sustainable nutrition to economic value,” says Barbara O’Brien, president of the Innovation Center for U.S. Dairy. “We feel that now is the absolute right time to come together with one voice to share the community’s story – to celebrate the delicious, nutritious foods in the dairy aisle and the people who bring them to your table.”

In addition to showcasing the undeniable taste and enjoyment that comes from dairy – like a warm slice of pizza or a yogurt parfait on a summer day – the campaign will also spotlight the undeniably positive role the dairy community plays in America today.

“Despite dairy farms being in all 50 states and most of us living within 100 miles of a dairy farm, many people have never set foot on a farm,” says Beth Engelmann, chief marketing communications officer at Dairy Management Inc., which represents America’s nearly 42,000 dairy farmers and importers.

“Undeniably Dairy is about reestablishing the connection between the enjoyment of the product

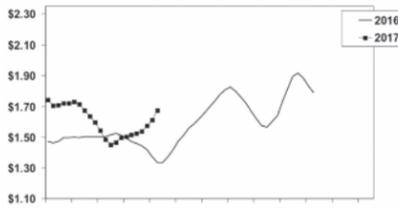
*Innovation Center for U.S. Dairy launches an unprecedented campaign to remind Americans of all that is good about dairy, from the farm to the foods we love.*



*Celebrating Dairy continued on page 7*

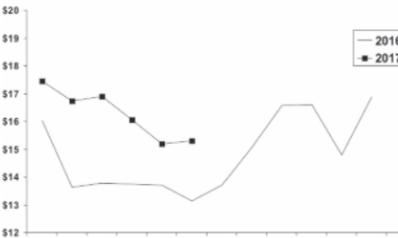
## Markets At-A-Glance

### NASS Cheese Price



The NASS Block Cheddar price for June 3, 2017 is \$1.6752. This is 34 cents higher than the June 4, 2016 price of \$1.3350.

### Class I Mover



June 2017 Class I Mover is \$15.31 – up \$0.11 from May 2017. The June Class I Mover is \$2.17 higher than the June 2016 price of \$13.14.

## Marva Maid Products to be featured at 25th Barbecue Battle “Taste of Giant” Sampling Pavilion



When the scent of blooming cherry blossoms fades into the hickory sweet aroma of mouth-watering BBQ, it's time for the area's tastiest summer celebration – the 25th Anniversary of the Giant National Capital Barbecue Battle.

Held on the first weekend of summer, this mammoth festival plays homage to everything BBQ. On June 24th and 25th, historic Pennsylvania Avenue will once again transform into a festival of amazing sights, sounds, and aromas.

The Giant Barbecue Battle is one of the largest and most unique food and music festivals in the country and offers a chance to experience the thrill of competition BBQ at its best. Cooks from across the country compete for cash and prizes and the coveted title of National BBQ Champion. Barbecue legends like Myron Mixon and Tuffy Stone from TV's "BBQ Pit Masters Show," compete side-by-side with top BBQ Chefs and mom-and-pop teams for the coveted title of America's National Barbecue Champion.

In addition to digging into flavorful plates of beef brisket, chicken, pork and lamb prepared by some of the best BBQ restaurants from across the country, visitors will be offered plentiful free food samples throughout the event site in the Taste of Giant Sampling Pavilion, along with great regional fare sampled in the Giant Local Flavors Tent.

In attendance at this year's event will be Maola by Marva Maid booth where guests can learn more about our farm-fresh dairy products and sample them on the spot.

The Giant BBQ Battle has received numerous awards and titles over the years including being named "One of Five Can't Miss Summer Festivals in the Country" by CNN, a "Top 10 BBQ Event" by the Travel Channel, "One of America's Best BBQ Competitions" by Saveur Magazine, and "An Event Worth Traveling to" by the American Bus Association.

For more information about the 2017 Giant National Capital Barbecue Battle, please visit <http://bbqindc.com>.

## Cultivating Certainty in the Supply Chain

Dairy farmers need customers, and our customers rely on our members to deliver fresh dairy goodness. Maryland & Virginia recognizes that in every relationship – especially critical ones with customers – there must be a two-way dialogue.

Last year, Nestlé, a significant customer of our Ingredients Division, requested our help in evaluating Nestlé's dairy supply chain and to gain a better understanding of the Maryland & Virginia farms that cultivate dairy goodness for their Nestlé brands and products.

This opportunity meant that representatives on behalf of Nestlé would visit more than 50 Maryland & Virginia farms last summer. During those on-farm visits, members answered a variety of questions about their specific operations and they provided a tour of their facilities.

"No one is more qualified to share farmer stories than our members themselves," said Lindsay Reames, Manager of Animal Care and Sustainability for Maryland & Virginia. "Our producers are an essential part of these conversations, and we hope to continue to cultivate confidence in the cooperative by including them more in the future."

The on-farm visits helped Nestlé to identify gaps in their animal care standards and farm labor practices. As part of Maryland & Virginia's continuous improvement plan with Nestlé, these gaps have been addressed through on-farm visits and follow-up meetings with co-op field staff.

Nestlé's overall assessment of our milk supply and on-farm practices was encouraging. In many cases, our farms met or exceeded their sourcing requirements.

These visits offer more than just an opportunity to defog the transparency in the supply chain – they also allow our members to share their personal stories and showcase their farms.

"Establishing close relationships with our customers helps to build

confidence in our products and our farmers," Lindsay added. "Offering this transparency in the supply chain paves the way to securing future opportunities with customers and gaining a stronger foothold in the market."

"Consumers want to know their farmers," said Lindsay. "By leveraging these opportunities with our customers, we are actively working to bridge that divide between our farmers and the people who purchase their products."

The co-op appreciates the time our members took to showcase their farms and answer Nestlé's questions and looks forward to connecting other customers with members in the future.



**T**owering grain bins. Large, exposed equipment. Unpredictable livestock. Lurking, lethal gases. The hazards of living and growing up on a farm litter the landscape, but too often these dangers go unnoticed amid the hum of daily routines.

Statistically, farming is one the United States' most dangerous occupations with 22 out of every 100,000 farmers dying in work-related accident. Farmers' risk of death while on the job is nearly twice as likely as police officers, five times higher than firefighters and 73 times more likely than a Wall Street banker, according to Bureau of Labor Statistics data compiled for POLITICO.

The probability of being injured on the farm staggers even higher. According to the Centers for Disease Control and Prevention, an estimated 58,000 farm injuries – nearly 6,000 more than the number of U.S. soldiers wounded in the years since 9/11 – were tallied in 2014 alone.

Those at the greatest risk of harm are our youngest farmers, with a child dying from an agriculture-related death every three days according to the National Children's Center for Rural and Agricultural Health and Safety.

With farming being the only industry in the United States that employs the help of children as young as nine years old, nearly 20 percent of farm accident victims are under the age of 20. From 2003 to 2010, there were more deaths recorded for agri-

culture workers younger than the age of 16 than there were for workers of the same age in all other industries combined.

According to researchers dedicated to combating this issue at Penn State University, approximately 50 percent of the fatalities recorded in Pennsylvania during the 1990's were classified as occupational fatalities, mainly due to farm production work. The remaining fatalities were due to the farm "lifestyle," such as deaths of children who were playing in barns or swimming unattended in a pond located on the farm.

The National Safe Tractor and Machinery Operation Program (NSTMOP), developed through tandem efforts from Penn State University, Ohio State University and the agricultural division of the National Safety Council, has designed a farm-machinery and skills certificate program targeting farm youth ages 14 and 15 years old.

NSTMOP's training includes safety basics, agricultural hazards, operating tractors, connecting and using implements and materials handling. Participants' are tested through a series of skills and driving tests as well as a traditional written exam; once completed successfully, certified youth may legally operate farm tractors and powered machinery for hire which they otherwise would not be allowed to operate.

As younger children continue to grow and develop, so do their play and work habits that make them more susceptible to certain types of accidents and injury. Understanding these developmental stages and implementing appropriate safety proce-

dures plays a crucial role in preventing serious injuries and death on the farm. While a child of 10 or 12 years may have the physical strength to drive a tractor, he/she may not possess the cognitive ability to perceive unexpected danger and react appropriately.

As a parent, and more than likely the main "safety trainer" on the farm, being available to provide proper supervision and assigning appropriate tasks to your children can be a daunting task. Creating a Job Safety Analysis (JSA) helps parents identify safety hazards and eliminate or minimize them by providing a written set of safe job-task steps for children before the job is performed. If properly constructed and used, the JSA form reminds children to do their work correctly and safely each time while encouraging the development of strong safety habits while performing their work.

Enabling farm youth to be more aware of their safety is a huge step in preventing heartbreaking loss on the farm, but adult operators must also continue to practice what they preach and hold themselves accountable for taking the same level of precaution. Take the time to sharpen your own safety skills and update your routines accordingly by participating in inexpensive adult certificate programs such as AgSafety4U, which is online at <http://bit.ly/AgSafety4U>.

Land-grant universities such as Penn State offer excellent support materials for farm parents looking to improve their kid's safety on the farm. For more information and resources on topics ranging from responding to farm crises to materials for developing your own JSAs, visit Penn State online at <http://extension.psu.edu/business/ag-safety>.

*Safe and Sound:*

# Keeping Our Youth Out of Harm on the Farm



*Farm Safety Just For Kids, an online organization dedicated to promoting a safe farm environment to prevent health hazards, injuries, and fatalities to children and youth, also offers free educational resources for parents. For more information, please visit <http://www.farmsafetyforjustkids.org>.*

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## Meet Maryland & Virginia's 2017 Scholarship Winners

Maryland & Virginia Milk Producers Cooperative is pleased to announce its 2017 scholarship winners. The cooperative awarded \$5,000 in scholarships to five deserving students dedicated to pursuing careers in the dairy industry, plus a \$2,000 scholarship awarded in honor of Michael Burton, a cooperative employee who passed away in 2014.

The scholarships are funded through the cooperative's operating budget and awards are made possible thanks to generous donations from members, staff and industry as well as proceeds from Maryland & Virginia's Annual Meeting Silent Auction. These scholarships will help to offset college expenses for the 2017-2018 academic year. The recipients were selected based on their responses to essay questions, financial need, leadership activities and career aspirations. This crop of promising students will undoubtedly be assets to the dairy industry in the years to come.



**Rayann Elizabeth Eaves**, New Midway, Maryland, has been awarded the **Michael Burton Memorial Scholarship**. Focused and driven, this high school senior secured a prestigious internship at the US Army Medical Research Institute of Infectious Diseases, working on a project to determine how host immune cells respond to bacterial invasion, with applications directed at antibiotic resistance. She has aggressively pursued college level-classes in cellular and molecular biology and veterinary medicine, and is considering veterinary medicine and large animal veterinary practice or research in the future.



**Katelyn Allen**, Jefferson, Maryland is enrolled in the Dairy Science program at Virginia Tech. She has earned an impressive list of achievements including the Brunswick FFA Chapter Star Green-hand award and a Maryland State FFA degree as well as other first place awards. Focusing her interests into Communications and Dairy Sciences, she is combining her knowledge and experience of animals and dairy farming with her passion for writing and working with people into career goals for improving farm operations and consumer-producer relations.



**Courtney Hoff**, New Windsor, Maryland, attends Cornell University in the Animal Sciences and Agribusiness program. She is already a world traveler and although she enjoyed employing scientific methodology on other animals in the field, her passion remains researching cows. Courtney is currently a lab assistant in Van Amburgh's dairy labs at Cornell and is especially interested in how the results of experiments can be implemented on the farm to improve conditions and outcomes.



**Isabelle Leonard**, Spottswood, Virginia, will be serving as a full-time Virginia State FFA Officer before she heads to Cornell University next year. She will serve as an ambassador for the agriculture industry, agricultural education and share the American farming experience as she travels throughout Europe as part of her responsibilities. Isabelle has had the opportunity to travel in Europe and Southeast Asia and credits these experiences with shaping her career goals in international marketing and agribusiness.



**Jenna Metzler**, Martinsburg, Pennsylvania, will be attending the Pennsylvania State University this fall, majoring in Agribusiness Management and Accounting. While participating as a member of the Pennsylvania 4-H State Dairy Judging Team, she competed at the World Dairy Expo 4-H Judging Contest and recognized the endless opportunities available in the dairy industry. Her career path in agribusiness is fueled with goals to help farmers successfully manage and finance their dairy farms and increase efficiency.



**Andrew Pryor**, Walland, Tennessee, attends Middle Tennessee State University and is majoring in Agribusiness and Computer Information Systems. He interned at a fellow Maryland & Virginia member farm in Georgia last summer and noted that the experience moved him to pursue the dairy industry as a career. While attending college, he has worked at the MTSU Dairy Farm for more than two years, which processes whole, skim, reduced-fat, cream and chocolate milk and will be bottling their milk this spring.



**TO BE ELIGIBLE FOR A MARYLAND & VIRGINIA MILK PRODUCERS SCHOLARSHIP**, students must be the son, daughter or employee of a current co-op member or the son or daughter of a Maryland & Virginia employee and attending an accredited college or university. Applications are made available in November of each year and are due in mid-February. For more information contact Amber Sheridan at 800-552-1976 ext. 449, or visit the scholarship page under the 'Our Community' tab at [www.mdvamilk.com](http://www.mdvamilk.com).



## A Natural Advocate

From a glittering crown to the infamous blue corduroy jacket, **Isabelle Leonard** has always dressed for the job she wants – a future in the agriculture industry she loves.

The daughter of a dairy farmer, Isabelle has been involved in promoting milk and dairy products since she was nine years old. Growing up on her family's 120-cow dairy, Colebelle Farm in Spottswood, Virginia, her parents encouraged both her and her brother to get involved and stay active in leadership organizations, including roles in the Dairy Princess Program, the National 4-H and her local and state FFA organizations.

"I soon realized that the farm life I was lucky to have wasn't the normal childhood of most of my classmates," said Isabelle. She credits her leadership experiences for training her on how to share her story and showing her the pathways that she could leverage to promote agriculture to the public.

"As a farmer's daughter, I am in a unique position. I still get the production agriculture experience of helping milk and feed calves, but in general I have more free time than my dad, or any full time dairy farmer," noted Isabelle. "This means that while my dad is busy producing nature's most perfect drink, I have the time to advocate for it."

With this in mind, Isabelle has cultivated connections with her community through social media promotion, hosting farm tours and interviewing with local media outlets.

"These avenues are simple and easy ways to promote agriculture and connect with consumers and general community around us," encouraged Isabelle. "To a follower on social media or a mom on a farm tour, I'm not just some dairy farmer. I'm Isabelle Leonard – their child's classmate or the neighbor who lives down the road."

With the retirement of her FFA officer position looming, she encourages other agriculturalists to take up the call of fostering connections with their own communities.

"For all the farmers who say 'I don't have time to talk to people' or 'Why don't we just let other dairy promotion groups do the advertising' – think about the times you've turned the channel or muted the volume when you see a commercial on TV. Sometimes, our industry efforts can get the same reaction from the general public," she implored. "Consumers are much more likely to pay attention to a genuine dairy farmer, who they consider to be an expert on the subject, than a paid spokesperson."

"Your voice as an experienced dairy farmer matters. Your voice is needed in the agricultural industry."

Join fellow Maryland & Virginia Young Cooperators as we rock 'n roll our way down south to Statesville, North Carolina for the 2017 YC Summer Break, to be held July 31 – August 1. We'll be exploring the best of what the Iredell County countryside has to offer!

Our tour will include stops at:

**Rocky Creek Dairy** – Owned by large animal veterinarian Ben Shelton, Rocky Creek Dairy features a double-16 parallel parlor and milks an average of 1,250 cows, with an additional 1,350 heifers. In addition to producing high-quality milk, Rocky Creek Dairy's primary focus is to cultivate longevity in its herd through cow comfort and cleanliness.

**Lucky L Jerseys** – Dennis Leamon and his wife Mary Beth have been dairying for 42 years. Although he didn't grow up on a dairy farm, Dennis discovered his love for dairying while raising his first 4-H calf at the young age of nine. Today, Lucky L Jerseys milks more than 150 full-bred, registered jerseys on a 200 acre-grazing operation, and produces an average yield of 19,000 lbs. of milk annually.

**Talley-Ho Farms** – Owned and operated by Ricky Talley, Talley-Ho Farms is home to more than 375 cows on their 450-acre north Iredell County farm. The farm boasts recent upgrades to the free stall barn that emphasize cow comfort and allowed Ricky to increase his herd size.

**Grayhouse Farms** – Brothers Jimmy and Andy Gray farm with their parents Reid and Peggy at their Stony Point, North Carolina farm. They have a commercial herd of 400 milk cows and 400 heifers, including 35 registered animals. They milk in a double-eight low-line parlor with 16 units. The brothers have started construction on a new milking facility that will be finished later this year. Attendees will be able to view the latest progress on the Gray family's new dairy.

**Stamey Cattle Company** – More than 60 years ago, Howard Stamey established Stamey Farms as a family dairy farm and premier heifer operation. Since 1975, the family has been proudly exporting registered and grade cattle to more than 30 countries on 5 continents.

If you and your family are able to get away from the farm, this YC summer adventure is a great opportunity to explore new dairies and make new friends. Better yet, Maryland & Virginia will cover lodging, meals and reimburse travel expenses up to \$400 per YC family, including members and members' employees, ages 18-40.

To register visit the YC Summer Break event page at <http://bit.ly/YCSummerBreak> or call 800-552-1976.

2017 YC SUMMER BREAK  
**SOUTHERN ROOTS TOUR**  
JULY 31-AUG 1  
STATESVILLE, N.C.



Maryland & Virginia Awards  
**\$7,000 in Scholarships**

# TRADING POST

## FOR SALE

Two Harvestore silos, 20 x 70 ft, in good condition. Call 717-653-2612.

## FOR SALE

1995 Walker trailer. 6000 gallon, 2 compartments. Call Larry at 443-277-2914.

## FOR SALE

8114 2012 Kuhn Knight Manure Spreader. Very good shape. \$15,000. Delivery could be available for both items. Call Terry Trout (270) 382-2866.

## FOR SALE

Get more for your milk by owning Virginia Milk Commission Base. You don't have to be a Virginia resident to qualify. 150,000 pounds for sale. Asking \$2 per pound. Price negotiable. Call 540-399-1165.

## FOR SALE

Complete milking system including: 100 feet stainless steel milk line 8 milking units with Delatron pulsators; one year old rebuilt 75 Delaval vacuum pump with 10 hp motor; 360 feet of 1 1/2" stainless steel line; 50 gal vertical wash tank; 1500 gal Mueller milk tank with 5 hp scroll compressor; 8" ASC II Delaval takeoffs; fans; waterers; 24 foot Farmco feeder with self-locking stantions. Call 301-943-2500.

## FOR SALE

Milking equipment: Surge receiver assembly control box \$250; compressors, cooler and tank washer \$5,500; all stainless steel gates and parallel stanchions \$1,500; 18 Boumatic milkers \$900; Surge Alamo vacuum pump \$800; 1 Surge and 2 Boumatic pulsation controls \$900; 18 pulsators closed air filters and piping \$1,200. Milk transfer pump, stainless steel receiving jug, filter canister, and pipeline 3" x 20' milk line, 2" x 40' wash line, and an additional 30' \$2,000. Everything for \$12,000. Call James Smitherman at 335-469-5564.

## FOR SALE

Herd of cows for sale with good feet, legs, udders and components, including 20 breeding-age heifers. Like new New Holland TS100 open loader tractor, with flotation tires, 19-ton running gear and 20 foot Myers wagon. Call 717-552-1500 for all inquiries.

## FOR SALE

2425 Jay-Lor Mixer Wagon—relined, new conveyor chute, new cork screw and knives, painted with decals. Ready to go. \$18,000. Call Terry Trout (270) 382-2866..

To place a listing, contact Daniela Roland at [droland@mdvamilk.com](mailto:droland@mdvamilk.com) or call 814-386-8000.



## Milk Marketing Update: Heightened Antibiotic Screening Starts July 1

Beginning July 1, 2017, many of our customer plants, including our own, will begin increased random testing for the specific antibiotic class of Tetracyclines. This heightened screening is being conducted as part of a voluntary Food & Drug Administration (FDA) pilot program that is testing for other antibiotic residues beyond traditional beta lactam medicines.

In the first round, plants will begin random spot testing for Tetracycline residues. The antibiotic Tetracycline is marketed under several brand names

for use in dairy animals to treat a variety of conditions.

Tetracycline medicines have detailed labels outlining both milk and meat withhold requirements. Make sure to use medications according to label or veterinary instruction and follow proper milk and meat withhold periods for all medications.

Contact your VCPR-specific veterinarian or your field representative with any questions you may have about the proper use of this class of medication or any other antibiotics that you may use.

### Celebrating Dairy continued from page 1

and the hard work and pride of the people who make it possible. This campaign is unprecedented in that it unifies a vast and diverse dairy industry and array of dairy products behind a single platform.”

A variety of multimedia content will remind people of the starring role dairy plays in special moments, while also sharing how the industry continues to evolve – from using innovation and technology to deliver exceptional animal care and a nutrient-rich product, to supporting local communities.

Today, farmers use 65 percent less water and 63 percent less carbon per gallon of milk produced. And for every \$1 million of in-store U.S. milk sales, 17 new jobs are generated.

“When you see a dairy farm, you’re usually looking at multiple generations of providing for the community, multiple generations of land conservation, multiple generations of business innovation,” says Amber Horn-Leiterman, a Wisconsin dairy farmer. “And that often means being an early adopter when it comes to new technology that allows us to advance and improve animal care, capture and reuse our resources and maintain a total commitment to producing products that are safe, healthy and nutritious.”

The multimedia campaign will be revealed through an online video that showcases the joy of dairy in everyday life moments, while spotlighting farmers’ contributions to the community. The full effort features a new logo and premier media campaign, including a convergent on-air and digital marketing campaign with Food Network and Cooking Channel in June to celebrate National Dairy Month and national on-farm events where farmers will invite the community in to learn more about modern farming practices. Original content will be shared across Facebook, YouTube and other social platforms.

For a preview of the campaign video, along with other content that can be shared out on personal social media accounts, please visit [www.undeniablydairy.org](http://www.undeniablydairy.org).



## Co-op Cooks & Co.

We don't have to tell dairy farmers about the simple goodness of real butter – oozing off hot corn-on-the-cob, melting into warm bread, making cookies taste just like the ones your grandma made.

As summer's sweltering temps roll around, spend less time in the kitchen and more time enjoying full flavor with make ahead **compound butters** – and look like Bobby Flay or Paula Deen while doing it.

Compound butters offer endless possibilities: topping a steak, spreading on a biscuit, dressing up hot veggies or added to a sauce at the end of its cooking time for extra flavor and richness.

These recipes are super easy, but before you get started make sure to brush up on some finer points (such as butter's low 'smoke point') at [http://bit.ly/Butter\\_101](http://bit.ly/Butter_101).

Share your Favorite Dishes!

HEY CO-OP COOKS – SHARE YOUR FAVORITE DISHES!  
Submit your recipe, contact information, and fun fact about you or the dish to Rebecca Churchill at [rchurchill@mdvamilk.com](mailto:rchurchill@mdvamilk.com) or call 703-742-7409.

### Bacon Blue Cheese Butter

3-5 Tbsp. blue cheese, crumbled  
*(depending on how much you like Blue Cheese)*  
4-5 slices of bacon, cooked  
crisply and finely diced  
8 Tbsp. unsalted butter, softened

1/2 tsp Worcestershire sauce, opt.  
1/4 tsp kosher salt, or less to taste  
1/8 tsp cracked black pepper, plus  
*more to taste*

*Intense & Salty!*  
Delicious with burgers and steaks.



By hand or with an electric mixer, add blue cheese, salt, pepper and Worcestershire (if using) and mix until smooth and combined, about 2 minutes. Fold in the bacon until it is mixed in well throughout the butter. Transfer compound butter to a large piece of parchment or wax paper and roll it into a log. Chill for at least 3 hours before slicing into rounds for use. Before refrigerating or freezing leftover butter, wrap parchment-covered log in plastic wrap or place in zipper plastic bag.

### Honey Mustard Beer Butter

4 oz (1 stick, 8 Tbsp.) unsalted butter, room temperature  
1 Tbsp. honey  
1 heaping Tbsp. honey or Dijon mustard

1 Tbsp. beer  
1/2 Tbsp. salt

*Sweet Option!*  
Perfect as a buttery spread.



Beat the softened butter until very soft and silky (2 to 3 minutes). Drizzle in the honey and continue mixing until well incorporated. Add the mustard, beer and salt until all ingredients are thoroughly mixed. Consistency will be very loose. Pack mixture in a ramekin or jar, or roll into a log, and refrigerate or freeze it. *Frozen butters should sit at room temperature for 15-20 minutes before serving.*

### Cilantro-Lime Butter

1 stick of butter, softened to room temperature but not melted  
1 clove garlic, minced  
Salt and pepper, to taste  
*(if desired)*

1 1/2 - 2 Tbsp. cilantro, minced  
1/2 Tbsp. lime juice  
Zest of 1 small lime

*Super Citrusy!*  
Pair with seafood - also cornbread.



Whip butter until soft and silky, then add garlic, salt and pepper (if desired), cilantro, lime juice and zest. Mix well. Roll up in parchment paper or plastic wrap and chill until firm. When firm, serve sliced with your choice of food. *Frozen butters should sit at room temperature for 15-20 minutes before serving.*

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# HAVE YOU HEARD?

DAIRY NEWS FROM AROUND THE INDUSTRY



## Domino's Stands Its Ground Against Animal Rights 'Extremists'



Animal rights groups have been successful in pressuring many of the top food companies and restaurant chains to adopt stricter animal welfare policies, such as cage-free eggs and gestation stall-free pork.

One notable exception is Domino's Pizza, based in Ann Arbor, Michigan, which has stood its ground in the face of extreme pressure from animal activists.

Domino's spokesman Tim McIntyre tells Brownfield their philosophy is simple: Farmers know best.

"We will never tell a farmer how to farm. We will never tell a rancher how to raise his or her animals," McIntyre says. "What we believe is they're the experts. They have the most vested interest in raising their livestock. It's not just a job, we recognize that. It's a life and we appreciate that—and we're not afraid to stand up and say it."

Even though the "extremists", as McIntyre calls them, have pushed hard, he says Domino's will not cave. "Over the years, because we have taken the tact of what I'll call 'leaning into the punch'— and we've taken the punch and sometimes we punch back — we've been lucky enough to see that the extremists will go away when they realize that we are not going to cave," he says.

"The best answer is to be deaf. To not hear them, to not respond, to not give them a platform. The biggest mistake we make is believing that they are reasonable people. We've learned they're not. That's why they're called extremists." — *Brownfield Ag News*

"We're doing our very best to serve you better."

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Congratulations to this issue's contest winners!

*Fresh from the Farm*

PHOTO SERIES CONTEST

## Denae Hershberger

ELDA-CHROSS Farms, Martinsburg, Pennsylvania

## Sue Myers

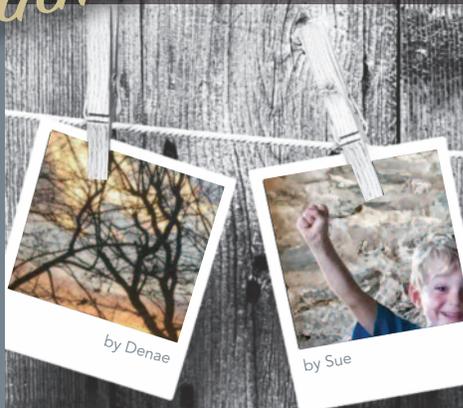
MD-Locust Crest, Inc., Union Bridge, Maryland

### You can be a winner, too.

Help us capture the many special moments that happen on your family's farm!

Winners will be selected and announced bi-monthly in the Pipeline, as well as featured on the cooperative's social media channels. Photo entries for the contest will also be entered in the running for the 2018 Calendar Photo Contest. Selected monthly winners will be awarded a \$25 Visa gift card.

Submit your entries via email to contest@mdvamilk.com. Limit 1 photo entry, per month, per individual. Be sure to include your name, farm name, city, and state when entering.



View the full-size winning photos at [www.mdvamilk.com/media-center/contests](http://www.mdvamilk.com/media-center/contests).