



Pipeline



VOL 33, NO 5

PIPELINE IS THE NEWSLETTER OF MARYLAND & VIRGINIA MILK PRODUCERS COOPERATIVE ASSOCIATION

SEPTEMBER/OCTOBER 2017

In this issue:

- District Meeting Schedule 2
- YC Summer Break Recap 3
- Member Quality Stories 4
- Trading Post 6
- Photo Contest Deadlines 6
- Farms & First Aid 7



Ready for Launch – Introducing *Maola Local Dairies*

NEARLY THREE YEARS IN THE MAKING, Maryland & Virginia Milk Producers Cooperative is proud to launch its new consumer brand, Maola Local Dairies – in stores this October. This new brand replaces the cooperative’s previous brands, Marva Maid and Maola.

The Maola Local Dairies brand celebrates our unique co-op story and the local family farms who supply fresh dairy goodness to nourish their communities. The newly-designed logo features an iconic hip-roofed barn and grazing cow, with the Maola scripted name, which harkens back to our dairy heritage spanning nearly one hundred years. Member Matt Hardesty of Berryville, Virginia is featured on the ultra-pasteurized product cartons, along with a classic farm scene of cows in front of a red barn.

The brand reinvention was funded in part by the DMI Partnership for Fluid Innovation. Dairy farmer checkoff dollars helped support the many layers of research, analysis, design and packaging concepts behind the development of the new Maola Local Dairies brand.

Marketing Director, Eva Balazs, spearheaded the science behind Maryland & Virginia’s brand reinvention by evaluating the co-op’s existing brands, Marva Maid and Maola. Research showed that while both brands had consumer recognition in their respective markets, the Maola brand had significantly more brand equity and value, partly fueled by the transitional Maola by Marva Maid branding that began a few years ago.

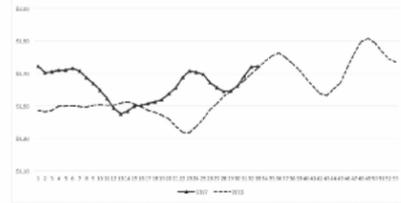
Playing off the strength of the Maola brand, Eva and the DMI team delved into more research to understand our target customer’s wants, needs and desires. They hosted several focus groups in our core Virginia and North Carolina markets; testing ideas, designs and concepts to ultimately arrive at the final brand identity, Maola Local Dairies, that will be available in stores this October.



Maola Launch continued on page 5

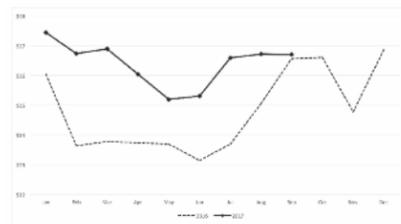
Markets At-A-Glance

NASS Cheese Price



The NASS Block Cheddar price for August 28, 2017 is \$1.7551 – five cents lower from the previous year. The price has climbed 15 cents over the last four weeks.

Class I Mover



The September 2017 Class I Mover is \$16.71 – down a penny from August 2017, and up 15 cents compared to the same month last year.

Pipeline is published by
MARYLAND & VIRGINIA MILK PRODUCERS COOPERATIVE ASSOCIATION, INC.
 Amber Sheridan, *Editor* - asheridan@mdvamilk.com
 Rebecca Churchill, *Contributor* - rchurchill@mdvamilk.com
 Daniela Roland, *Contributor* - droland@mdvamilk.com
 Ann Marie Ternullo, *Creative Director*

HEADQUARTERS
 1985 Isaac Newton Square West, Suite 200
 Reston, Virginia 20190-5094
 800-552-1976 phone
 757-952-2370 fax
 Dial Line 800-485-8067
 www.mdvamilk.com

OFFICERS
 Dwayne Myers, *President*
 Jay Bryant, *CEO, Treasurer & Secretary*
 Kevin Satterwhite, *First Vice President*
 Matt Hoff, *Second Vice President*

Aflatoxin Alert Don't Get Caught Unaware

Processing plants screen for aflatoxin levels year-round. Yet the fall tends to be when aflatoxin violations crop up. When one rears its ugly head, the affected farm has to dump milk until the aflatoxin violation clears which can take days even weeks depending on the situation.

Aflatoxin is most commonly found in corn and cottonseed and can crop up in drought or heat-stressed areas. Both corn silage and corn grain can harbor aflatoxin along with by-product feeds like distillers grains. Aflatoxin can also appear post-harvest in corn during warmer temperatures and high humidity.

While the wet weather conditions this past summer do not normally produce aflatoxin contaminated-feeds, members still need to be on the lookout for the problematic fungus.

Aflatoxin is a known carcinogen for both humans and livestock, and the Food and Drug Administration has a strict residue limit on the amount that can be in milk and dairy products. Milk with more than 0.5 parts per billion (ppb) may not be sold and must be dumped. Milk processors screen for aflatoxin levels and can reject loads that exceed the FDA's regulations.

Farms with an aflatoxin violation will have to dump milk until their milk tests under 0.5 ppb, which can take days to resolve. The

challenge becomes locating the culprit feed source, removing it and waiting for the milk to test clear.

Since no more than 20 ppb of aflatoxin are allowed in lactating-cow diets, dairy producers need to take action if aflatoxin is contaminating feed. Generally, 1 to 3 percent of the aflatoxin found in the diet of lactating dairy cows will come through in the milk. Addressing and overcoming an aflatoxin rejection is not easy and can be costly.

Every case is different, but it can take two to three days to return to baseline levels after the contaminated feed has been removed. Even if crops haven't been hampered by drought, farmers can be at risk.

Supplements and purchased feed can be contaminated. Members are encouraged to monitor and test their crops as well as diligently inspect purchased feeds and supplements.

If members suspect aflatoxins, various commercial and diagnostic laboratories are able to run tests to measure the amount of aflatoxin and other mycotoxins in feed. Proper sampling is critical as molds tend to grow in pockets or on certain plants in the field. Tests also exist to screen raw milk for aflatoxin contamination. Be sure to contact your field representative if you suspect you have an aflatoxin issue.

Save the Dates – 2017 District Meetings

Join us for our annual fall membership meetings. For more information and to RSVP online go to www.mdvamilk.com/media-center/district-meetings/.

Please attend the meeting that is most convenient for you and your family.

Northern Route

- Thursday, October 12**
7 p.m. / Hartly Fire Hall, Hartly, Delaware
- Monday, October 16**
11 a.m. / Hoffman Building, Solanco Fairgrounds, Quarryville, Pennsylvania
7 p.m. / Yoders Restaurant & Buffet, New Holland, Pennsylvania
- Tuesday, October 17**
11 a.m. / Shippensburg Firefighters Center, Shippensburg, Pennsylvania
7 p.m. / Benevola United Methodist Church, Boonsboro, Maryland
- Wednesday, October 18**
11 a.m. / Cedar Grove Brethren in Christ Church, Mifflintown, Pennsylvania
7 p.m. / New Midway Fire Hall, New Midway, Maryland
- Thursday, October 19**
11 a.m. / Replogle School Building, New Enterprise, Pennsylvania
7 p.m. / Blue Heron Events, Greencastle, Pennsylvania
- Friday, October 20**
11 a.m. / Terra Rubra Lions Club, Keymar, Maryland

Southern Route

- Wednesday, October 11**
10 a.m. / Dutch Valley Restaurant, Sugarcreek, Ohio
- Monday, October 16**
7 p.m. / Wood Grill Buffet, Harrisonburg, Virginia
- Tuesday, October 17**
12 p.m. / The Franklin Center, Rocky Mount, Virginia
7 p.m. / Village Inn Events Center, Clemmons, North Carolina
- Wednesday, October 18**
11 a.m. / Fatz Café, Columbia, South Carolina
7 p.m. / Rock Eagle 4-H Center, Eatonton, Georgia
- Thursday, October 19**
7 p.m. CST / Nick's Restaurant, Cookeville, Tennessee
- Friday, October 20**
11 a.m. / Pembroke Fire Hall, Pembroke, Kentucky

On the Road with the YC Summer Break Bandwagon

YCs from seven states jumped on the Summer Break bandwagon and toured six unique Iredell County dairy farms in North Carolina last month. More than 100 people attended the event. Many thanks to the Grays, Leamons, Sheltons, Stameys, Talleys and Lowmans for helping host a successful YC event, and to Carolina Farm Credit and Moore's Dairy Equipment for sponsoring the event.

Don't miss out on the next YC event on January 15-18, 2018 in Staunton, Virginia. For more information about the YC program and events contact Daniela Roland at droland@mdvamilk.com – or join our private Facebook group *Maryland & Virginia Milk Producer YC's*.

DAY 1

GRAYHOUSE FARMS

Kicking off the tour, brothers Jimmy and Andy Gray welcomed YCs and their families to the area. The brothers gave a tour of their current farm operation and calf care facility. Then the group took a short trip over to the Gray's greenfield construction site where they've laid the foundation for a new dairy. To cap off the tour, the group gathered for a meal, fellowship and entertainment replete with skeet shooting, ziplining and archery.



DAY 2 #1

LUCKY L JERSEYS

Dennis and Mary Beth Leamon of Statesville met the YC tour buses and ushered the group to see their 150 head of Jerseys in the pasture. Mild temperatures and a gorgeous sunny morning set the stage for an educational and interactive visit to Lucky L Jerseys. Dennis and Mary Beth made sure young and old paid attention and they quizzed the group at the end and handed out door prizes.



DAY 2 #2

ROCKY CREEK DAIRY

Dr. Ben Shelton welcomed YCs to his 1,200-cow dairy. He escorted the group around to key parts of the farm including the calf care facility, heifer facility and manure storage. YC Brian Zeiset said, "I really enjoyed the tour of Rocky Creek, and particularly speaking one on one with Dr. Shelton. He took time to answer my questions and had really good insights."



DAY 2 #3

STAMEY CATTLE COMPANY

The Stamey Family graciously welcomed the YCs to their farm for lunch. David Stamey gave a brief presentation of his family's dairy operation, their livestock export business, drinkable yogurt business and ice cream company. The YCs sampled the Stamey's iconic Front Porch brand ice cream paired with fresh peach cobbler for dessert before climbing back on the bandwagon.



DAY 2 #4

TALLEY-HO FARM

Member Ricky Talley greeted the YCs under the shade of his equipment shed. YCs learned about his farm history and recent improvements. YCs broke into small groups and toured the 350-cow dairy.



DAY 2 #5

BRANDON & JACKIE LOWMAN

The YC two-bus bandwagon trekked to Brandon and Jackie Lowman's farm in Sherills Ford for the grand finale. The group enjoyed a relaxing dinner, fellowship and a self-guided tour of the dairy. The Lowmans, who are first generation dairy farmers, attended their first Summer Break in 2015. "We have loved participating in YC events and are thrilled to host such a great group of fellow dairy farmers," said Jackie.



Quality Success Stories Taking Control of Rising Somatic Cell Counts

The FARMS	The PROBLEMS	Their STRATEGIES	The RESULTS
<p>Tim and Linda Martin, East Earl, Pennsylvania Tim and Linda operate a 40 cow herd. Cows are housed in a tie-stall barn fitted with mattresses bedded with peanut hulls.</p> 	<p>The bacteria <i>Streptococcus agalactiae</i>, commonly called Strep ag, was infecting the herd and causing high somatic cell counts in the 500,000 range. This contagious bacteria is passed from cow to cow during milking, but frequently responds well to antibiotic therapy.</p>	<p>Tim worked with his field representative Peter Schaefer to conduct a bulk tank analysis. Once they determined that Strep ag was the problem, Tim worked with his veterinarian to culture individual cows. Sick cows were segregated to one end of the barn and he culled a few cows with chronic mastitis. Today Tim uses a California Mastitis Test (CMT) paddle on suspect cows and tests his cows through monthly DHIA</p>	<p>Tim's herd is averaging between 200,000 – 220,000 SCC now. In the past, his averages were as low as 120,000 to 150,000. Tim hopes to keep a close eye on any problem cows and treat them quickly to maintain his farm's milk quality.</p>
<p>David and Karen Weaver, Denver, Pennsylvania The Weavers milks 45 Holsteins in a tie-stall barn. They have Pasture Mat mattresses and bed with ground peanut hulls and gypsum powder.</p> 	<p>High somatic cell counts in the 600,000 range, with spikes as high as 800,000; the culprit was <i>Staphylococcus aureus</i> (Staph aureus), a highly contagious mastitis pathogen. "We had no quality bonus, had extra vet bills, and we had to buy milk replacer because we couldn't feed the waste milk," David Weaver said. "It was a major financial burden."</p>	<p>The Weavers enlisted the help of their veterinarian. Their vet trained Karen how to take a sterile milk sample to culture individual cows. This new skill helped the Weavers identify problematic cows. They culled infected animals and purchased new animals. Before bringing in new animals into their barn, the Weavers took precautions to disinfect the mattresses and prevent further contamination.</p>	<p>David's cows are testing at around 140,000 SCC and average between 100,000 – 200,000 SCC. "Staph aureus is a tough one to beat," said Pete Schaefer. "David was fully dedicated and that's why he was able to overcome this major hurdle."</p>
<p>Rick and Beth Talley, Olin, North Carolina The Talleys operate Talley-Ho Farm, where they milk 350 cows in a double-8 parallel parlor and raise 350 heifers. Their daughter, Kasey helps part-time and Rick's brother-in-law, Lenny Keith, is the herdsman. The Talleys have two freestall barns; one bedded with sand and one barn has mattresses and is bedded with shavings. They add dehydrated lime to the back of the stalls every other week.</p>  <p><small>Photo courtesy of the Statesville Record & Landmark</small></p>	<p>Staph aureus was causing elevated somatic cell counts in the 300,000 – 350,000 range and the Talleys wanted to make improvements and lower their SCC.</p>	<p>To target their Staph problem, Rick worked with his veterinarian to culture individual cows and used DHIA records to pinpoint problem cows. Rick's milking crew went through training to ensure they were following correct milking procedures and using a CMT paddle on suspicious cows. "I think using a CMT paddle and checking cows is a good practice," Rick said. "If we suspect a cow to have a case of mastitis, we will take a milk sample and treat the quarter with the appropriate antibiotic." The Talleys purchased some replacement cows and made sure to check that the herd they were buying from was free of any Staph infected animals. Rick also made changes to his milking equipment and milking protocols. He switched from a three-inch to a four-</p>	<p>"It took us about three to four months to see results," Rick said. Today his herd averages between 130,000 – 160,000 SCC. "Rick had a plan and stuck with it," said Carl Privett, Ricky's field representative. "He has been persistent and it has paid off for him."</p>

Maryland & Virginia's Quality Improvement Program

Two years ago, the Board of Directors approved a Quality Improvement Program (QIP) to help members who are struggling with milk quality. With the help of the member's field representative, a member enrolled in the QIP can

access additional resources to develop a plan and structured timeline for reaching marketplace standards. The QIP program is a tangible way members are motivated to improve their individual milk quality standards.

There are two types of programs within the QIP: the 'Fast Track Program' and the 'Continuous Improvement Program'.

1. Fast Track Program

For members with chronic multiple-category quality issues. Members work with their field representative to make noticeable improvements on their quality counts within 30 days. Members who achieve success graduate from the program, or they can be placed into the Continuous Improvement Plan. If members fail to make

marked improvements, the member's record will be reviewed and a decision will be reached as to whether the member is given additional time to correct the problem.

2. Continuous Improvement Program
For members with moderate quality issues. Members work with their field representative to develop a plan for

making quality improvements over a three month period, depending on the individual area of concern. If a member fails to demonstrate improvement at the end of the established timeline, management will determine if the member is given additional time to correct the issue.

Fresh, local, high quality milk are three reasons why Maryland & Virginia's founding farmers fought to establish our cooperative. Ninety-seven years later our dedication to marketing quality milk hasn't wavered. Our programs have evolved over the years to give members incentives for reaching new quality thresholds.

Today quality counts, maybe more so than it did back in the 1920s. Virtually all customers require raw

milk deliveries to have less than a 250,000 somatic cell count (SCC). "Customers used to demand a certain level of quality in commingled loads of milk. Now customers are demanding every producer in every load meet their requirements," said Pete Schaefer, Raw Milk Quality Manager.

"Our collective duty is to ensure that all Maryland & Virginia member milk is of the highest quality

and can meet or exceed any customer's standards at any time," Pete added.

As we approach district meeting season and recognizing our quality award winners, it seems appropriate to shine a spotlight on three member farms who have knuckled down and brought rising somatic cell counts into check.

Maola Launch continued from page 1

Customers are expecting the change, as existing branded products have foretold the new look and transition to Maola Local Dairies on packaging side panels since early summer.

The new branding is already rolling along the roads on trucks transporting our products. A new website is in the works and will be unveiled when the first products appear on store shelves. Plus the co-op has placed a full-page Maola Local Dairies ad with a coupon in the October issue of Savory magazine distributed by Giant.

The new Maola Local Dairies brand will appear on all ultra-pasteurized, as well as conventional branded fluid milk products, previously sold under the Marva Maid or Maola labels. Members and consumers can look for the new brand at Giant stores in the Washington, D.C., Maryland, Baltimore metropolitan areas, at Food Lion stores in Virginia and North Carolina, as well as all retail outlets currently selling our products in these markets. It will take several weeks to complete the transition to a single brand as the co-op operations team works through packaging inventory.

Maryland & Virginia member Matt Hardesty, of Harvue Farms in Berryville, Virginia, is featured on the ultra-pasteurized product cartons.



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
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; 8" ASC II Delaval takeoffs; fans; waterers; 24 foot Farmco feeder with self-locking stanchions. Secure cover to protect plastic ag silage bags. 100 x 26 ft. \$150 each. Call 301- 943-2500.

FOR SALE
Milking equipment: Surge receiver assembly control box \$250; compressors, cooler and tank washer \$4,000; all stainless steel gates and parallel stanchions \$1,500; 18 Boumatic milkers \$900; 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. Call James Smitherman at 336-469-5564.

FOR SALE
John Deere 4995; Self-propelled disc mower with low hours; 20' Forage wagon with 19-ton running gear with flotation tires. 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 at 270-382-2866.

To place a Trading Post listing, contact Daniela Roland at droland@mdvamilk.com or call 814-386-8000.

No one sees the beauty of *your* farm quite the way *you* do!

Capture and share that unique beauty by snapping some shots of your favorite farm-life images and entering them in our annual photo contest by **Friday, September 29, 2017**.

The winning photos will be showcased in our 2018 Member Calendar and the winners will also receive their choice of a Best Buy gift card, a custom canvas of their winning photo, or a new digital camera. The photo contest is open to any member, family member or employee of Maryland & Virginia or Maryland & Virginia member farm.

To submit your entries electronically: send JPEG images (of 1.5 MB or larger), your name and contact information to contest@mdvamilk.com.

To submit postal mail entries: send photos, along with your name and contact information, to: Maryland & Virginia Milk Producers, ATTN: Photo Contest, 1985 Isaac Newton Square West, Suite 200, Reston, VA 20190.

For more information visit <http://www.mdvamilk.com/media-center/contests/> - where you can also check out our bi-monthly *Fresh-from-the-Farm* photo winners below.

Please note: the information received with your photo calendar and/or Fresh-from-the-Farm entries will serve as a permission slip for Maryland & Virginia Milk Producers to use your photo in any future printed materials and/or for advertising purposes.



Fresh from the Farm PHOTO SERIES CONTEST

Congratulations to this issue's contest winners!

Joyce Burkholder
Mark & Joyce Burkholder, Chambersburg, Pennsylvania

Caroline Winterstein
Winterstein Farms, Sudlersville, Maryland

Snap a shot and be a winner, too.

Our bi-monthly winners receive a \$25 Visa Gift card and their photo entries will be automatically entered in the running for the 2018 Calendar Photo Contest.

Submit your entries via email to contest@mdvamilk.com. Please limit 1 photo entry, 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/.

FARM FIRST AID KITS: What's in yours?



First aid kits are a must-have for every farm, yet they become depleted and misplaced quicker than barn cats can clean up spilled milk.

In observance of **National Farm Safety & Health Week, September 17–23**, double check the whereabouts and replenish your farm and field first aid kits.

Here are some basic supplies that should be kept on hand for dealing with injuries encountered on the farm:

- Absorbent compresses
- Adhesive bandages
- A roll of adhesive tape
- Antibiotic treatment
- Antiseptic treatment (*spray, liquid, swabs, wipes, or towelettes*)
- Burn treatment for use on minor burns only (*spray treatments also can be used*)
- First aid guide
- Medical exam gloves
- Sterile pads
- Triangular bandages
- CPR kit

Additional items for a first aid kit include:

- Analgesic (*should not contain ingredients known to cause drowsiness*)
- One or more burn dressings at least 12 square inches
- One or more instant cold packs
- Eye coverings
- Eye/skin wash
- Hand sanitizer with a minimum of 61 percent ethyl alcohol
- Roller bandages (*unstretched and individually packaged*)

Once the kits have been refilled, make sure all farm employees know where the first aid kit is stored and how to alert those in charge when supplies run low. Continue the momentum of National Farm Safety & Health Week, and make arrangements for key staff and family members to be trained in CPR and basic first aid in order to respond quickly and effectively when minutes count.

For those without a farm first aid kit, the National Education Center for Agricultural sells Safety Farm First Aid Kits for \$40 + shipping and handling. The kits are designed with farm injuries in mind but contain first aid supplies useful in an emergency response or for everyday use. Made of durable materials, the kit is weather and moisture resistant and contains more than \$85 worth of first aid supplies. For more information visit <http://www.necasag.org/farmfirstaidkit/> or call 1-888-844-6322.

Maryland & Virginia will be giving away two Safety Farm First Aid Kits during National Farm Safety & Health Week.

Enter to win by sending us an email, telling us how you're putting farm safety first, to contest@mdvamilk.com (or mailing a note to Putting Farm Safety First, Maryland & Virginia Milk Producers, 1985 Isaac Newton Square West, Suite 200, Reston, VA 20190). Members can also enter to win by commenting on the cooperative's social media posts during National Farm Safety & Health Week, September 17–23.

From the Garden

Co-op Cooks & Co.

This time of year the garden bounty is glorious! Put your overflowing harvest of zucchini, corn, and tomatoes to use in this simple recipe that showcases the tastes of summer. This delicious dish can be made several ways (the baking method travels well.) Pair this dish with omelets or burgers, or even use it to stuff tomatoes or peppers.

Garden Bounty Zucchini-Corn Sauté

2 Tbsp. butter (or bacon fat if preferred)	1/2 cup seasoned Panko or regular breadcrumbs
1 medium yellow onion, diced	1/4 cup grated Parmesan cheese
4-5 medium zucchini, sliced into rounds	Salt and pepper to taste
4 cups fresh corn kernels	
3 vine-ripened tomatoes, sliced	

One-pan method: In a large oven-proof skillet, brown onion in butter on medium heat until transparent. Add zucchini rounds, salt lightly and stir to ensure even cooking. When zucchini starts to brown, add corn kernels and cook for a few minutes, stirring gently until vegetables are tender. Remove from heat, add salt and pepper, sprinkle with parmesan cheese, then layer tomato slices on top. Add more parmesan, another layer of tomatoes, then top with breadcrumbs. Finish off under the broiler until the breadcrumbs are toasty brown, watching closely to avoid burning.

Baking method: Sauté the onion, zucchini and corn as instructed above, then transfer to a greased 9"x13" baking dish. Sprinkle with parmesan cheese, add a layer of sliced tomatoes, then top with breadcrumbs. Bake, uncovered, in the center of a preheated 400° oven for 15 minutes or until top is golden brown. Serve immediately or at room temperature.

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 or call 703-742-7409.

1985 Isaac Newton Square West, Suite 200
Reston, VA 20190-5094

PRST
FIRST CLASS
U.S. Postage
PAID
GAM PRINTERS
Permit #379
Dulles, VA

HAVE YOU HEARD?

DAIRY NEWS FROM AROUND THE INDUSTRY



“We’re doing our very best to serve you better.”

Little Farmers Need a ‘Stitch Fix’, Join Ag Kids Club

Now your littles can sign up for a new monthly mailing that combines their love of ag with the opportunity to join an all-inclusive club. Welcome Ag Kids Club! A brand new subscription service launched for youngsters ages 4 to 10, Ag Kids Club brings educational content about corn, dairy cattle, Angus and Herefords, agricultural jobs, cotton, spring planting, horses, swine, watermelon, poultry, soybeans, and more to their doorstep. “I have tried out Stitch Fix and Trunk Club, and I love how easy it is to get things on a regular basis in the mail,” said Rachel Cutrer, primary educational designer at Ag Kids Club. Cutrer, who is also the founder of Ranch House Designs and a cattle rancher at V8 Ranch in Wharton, Texas, envisioned the idea of Ag Kids Club after seeing how her daughter really enjoyed learning and talking about ag with other students at her elementary school. “We found that the urban audience might actually be more interested in this product than those who live in rural America. Our initial research shows that people love agriculture—especially people in cities who don’t necessarily get the luxury of growing fresh vegetables for their family or going to a county fair,” Cutrer said. Cutrer said schools and classrooms can get an Ag Kids Club subscription too. They have also been collaborating with commodity organizations and universities to provide science-based educational activities that are mailed each month. Whether a child comes from a rural or urban background, Cutrer said Ag Kids Club strives to bring real life stories from many great farmers and ranchers to their doorsteps monthly. — *Ag Daily*



FIELD REPRESENTATIVES

Rebecca Bush | 443-693-2840
rbush@mdvamilk.com

Bob Cooksey | 410-778-4603
bcooksey@mdvamilk.com

Kelli Davis | 301-471-4152
kdavis@mdvamilk.com

Pat Evans | 717-756-9193
pevans@mdvamilk.com

Ernie Fisher | 301-788-4154
efisher@mdvamilk.com

Grant Gayman | 717-261-6856
ggayman@mdvamilk.com

Robin Harchak | 814-515-5772
rharchak@mdvamilk.com

Ashley Hoover | 571-328-1803
ahoover@mdvamilk.com

Jim Howie | 704-534-7958
jhowie@mdvamilk.com

Laura Jackson | 540-272-0140
ljackson@mdvamilk.com

Dave Kleintop | 717-756-6945
dkleintop@mdvamilk.com

Janae Klingler | 717-305-8257
jklingler@mdvamilk.com

Galen Kopp | 717-575-5478
gkopp@mdvamilk.com

Carl Privett | 336-466-0566
cprivett@mdvamilk.com

Peter Schaefer | 717-756-6949
pschaefer@mdvamilk.com

Larry Seamans | 540-239-0470
lseamans@mdvamilk.com

Johnny Sparkman | 931-657-6455
jsparkma@mdvamilk.com

Hannah Walmer | 717-304-7967
hwalmer@mdvamilk.com

Steve Yates | 615-425-6670
syates@mdvamilk.com

TANK CALIBRATOR

Mike Kidd | 814-623-8340
mkidd@mdvamilk.com

Dairy Farmers Launch “Peel Back the Label” Campaign to Expose Deceptive Front-of-Package Food Labeling, Highlight Need for Responsible Food Marketing



As food manufacturers increasingly turn to fear-based food labeling to prop up profits and consumers face more confusion in the grocery aisles, America’s dairy farmers launched “*Peel Back the Label*,” a new campaign to highlight this troublesome trend and stress the need for truth and transparency in food marketing. The campaign comes as almost 70% of consumers say they look to front-of-label claims when making food purchasing decisions, and as food manufacturers increasingly utilize “free from” labels – i.e. “no high fructose corn syrup” or “GMO free” or “hormone-free” – to play on consumers food safety fears and misconceptions. Nowhere is this fear-based marketing more rampant than with GMOs. For example: Hunt’s adding a “GMO-free” label to its canned tomatoes, even though there is no such thing as a genetically modified tomato currently on the market; Florida’s

Natural adding a Non-GMO Project certification to its orange juice labels, despite the fact there are no commercially-grown, genetically modified oranges; Dannon adding a line of non-GMO yogurt, citing “sustainable agriculture, naturalness and transparency,” but unable to point to any nutritional, environmental, health, or other consumer benefit; TruMoo milk acknowledges GMOs are safe on its website, while at the same time launching an advertising campaign for its milk with the tagline, “No GMOs, No Worries”; and Himalayan Pink Rock Salt adding a Non-GMO Project certified label, despite the fact that salt – a mineral – could never be GMO in the first place because it has no genes to modify. This trend towards deceptive “free-form” labels is particularly concerning for the dairy industry. Through the *Peel Back the Label* website, the campaign will give consumers access to the tools they need to separate hype from fact as they work to make informed food decisions for their families. Learn more about the campaign at www.PeelBackTheLabel.org. — *NMPF*