



JUNE / JULY 2018

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

Pipeline

Joining Forces

Maryland & Virginia Milk Producers has joined forces with customer Turkey Hill Dairy and the Alliance for the Chesapeake Bay for the first ever Dairy-Led Healthy Streams Initiative.

Turkey Hill Dairy, a Maryland & Virginia customer headquartered in Lancaster, Pennsylvania, is spearheading the project. Known for their ice cream and dairy products, Turkey Hill's goal is to encourage greater conservation on farms where they source their milk. They are bringing together their team, dairy farmer suppliers, and boots-on-the-ground conservationists to gauge on-farm conservation plans.

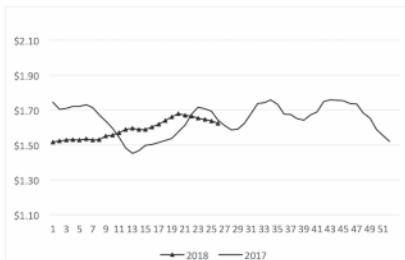
To help fund this endeavor, the Alliance for the Chesapeake Bay received a Natural Resource Conservation Service (NRCS) grant of nearly \$500,000. The grant money will help provide both financial and technical support to farmers for developing and implementing conservation plans.

The goal is to improve local stream health which will lead to improving the quality of the Chesapeake Bay watershed. The Chesapeake Bay Watershed is a large ecosystem that encompasses approximately 64,000 square miles in six states (Maryland, Delaware,

Forces continued on page 2

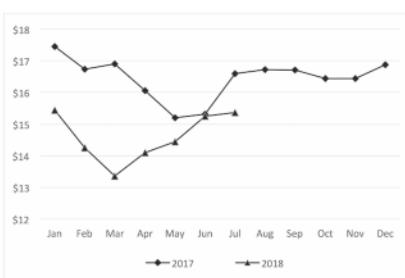
Markets At-A-Glance

NASS Cheese Price



The NASS Block Cheddar price for June 30, 2018 is \$1.6230, very similar to the end of June 2017 price of \$1.6419.

Class I Mover



July Class I Mover is \$15.36- up \$0.11 from last month. This price is \$1.23 lower than July 2017.

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Virginia, West Virginia, Pennsylvania, New York) plus the District of Columbia. Although Pennsylvania doesn't border the Chesapeake Bay, more than half of the state lies within the watershed. Pennsylvania contains two major rivers that are part of the Chesapeake Bay Watershed, the Susquehanna, with 21,000 square miles, and the Potomac, with 1,600 square miles. Together, the two rivers comprise 40 percent of the water flowing into the entire Chesapeake Bay watershed.

Maryland & Virginia field representatives are working with members who supply Turkey Hill to identify the on-farm needs for Conservation Plans, Manure Management Plans and Nutrient Management Plans.

Pennsylvania has required Conservation Plans on all agricultural operations since 1972. Estimates show that only 50 percent of Lancaster County, Pennsylvania farms have a Conservation Plan. Manure Management Plans are required on all livestock operations and have been so since 1985.

"The good news is many member farms are already in compliance with the requirements and have plans in place," said Lindsay Reames, Manager of Animal Care and Sustainability for the cooperative. For those farms that do need to develop a Conservation Plan, they can utilize the Healthy Streams Initiative to fund 100 percent of the cost of developing a plan.

Next Steps

Once Conservation Plans are in place on all farms shipping into Turkey Hill, extra grant dollars can be used to implement environmental best management practices on farm.

"While many farms realize the need for these plans, they may not have had the resources available to invest in developing a plan for their operation," Lindsay said.

Installing conservation practices on farm has the potential to not only benefit water quality but also farming operations. Common practices already in place on some farms include:

- temporary manure and barnyard storage that holds waste runoff until it can be spread or exported;
- heavy-use area protection that helps stabilize land with non-eroding material that is intensively used by animals and people;
- runoff controls that protect surface water by excluding roof runoff from nutrient contaminated areas;
- cropland conservation;
- riparian buffers.

"Turkey Hill realizes the realities on farm, and came to the table with resources in order to achieve and support conservation compliance in their dairy supply chain," Lindsay Reames said.

ANNUAL CALENDAR PHOTO CONTEST

ENTRY DEADLINE: FRI, SEPT. 21

What's your view?

Every day on your farm, you see both the subtle and magnificent ways it changes and grows. We want to see that too! Photograph the people, animals, and land around you and share your best shots with us by entering our

annual photo contest (limit three entries) by Friday, September 21, 2018.

Winning entries will be highlighted in our 2019 Member Calendar – and winning photographers will receive their choice of a gift card or a custom canvas of their winning photo.

The annual photo contest is open to any member, family member, employee, or milk hauler of a Maryland & Virginia farm, or a co-op employee. Entries can be submitted electronically or via mail. The information received with your entry will serve as permission for Maryland & Virginia Milk Producers to use your photo in any future printed materials and/or for advertising purposes.

To submit entries online: send JPEG images of 1.5 MB or larger to contest@mdvamilk.com.

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

WE ALL NEED CLEAN DRINKING WATER: ANIMALS AND HUMANS. When it comes to the bovines on your farm, do they have access to fresh, clean drinking water all of the time? Are the water tubs, drinkers and buckets around your farm kept clean? Evaluating the waterers around your farm can help keep animals healthy and optimize milk production, especially during the hot summer months.

Clean drinking water is vital to all animals – from newborn calves to milk and dry cows. A cow can drink from 30 to 50 gallons of water a day. And 87 percent of the milk she produces is made up of water.

Fresh water does not only maximize a cow's production, but it can help improve her immune system, fertility rates and feed consumption. Calves equally need access to fresh water. Research shows calves should be offered free-choice water along with calf starter by around 4 days of age.

According to Penn State Cooperative Extension, good, clean water can help with:

- normal rumen fermentation and metabolism
- proper flow of feed through the digestive tract
- proper nutrient digestion and absorption
- normal blood volume
- tissue needs

Signs of poor water intake in milk cows can include elevated somatic cell counts, conception failure, early embryonic death or abortions and erratic eating patterns.

Research conducted by the University of Kentucky shows that depriving calves of fresh water decreases starter intake by 31 percent and weight gain by as much as 38 percent when compared to calves provided free-choice water. Undesired effects of poor water intake and water quality in calves include higher rates of scours, decreased immune system, lower daily gain and lower feed efficiency.

Providing clean and adequate water to all ages of animals can help maintain or improve their health.

To optimize water consumption:

- Set a schedule to clean waterers around the farm and stick to that schedule



- For dairy cows in stall barns, use drinking cup styles and valves that are relatively trouble-free
- In free-stall or loose housing, use sufficient tanks or troughs to enable most cows to drink relatively soon after milking or eating
- Provide access to water within 50 feet of the feed bunk
- Ensure adequate flow rate to maintain a minimum water depth of three inches in the trough
- Use valves that permit 15 gallons/minute of flow at 20 pounds pressure
- Monitor stray voltage in water troughs and in the areas around them

Remember to Quench Your Thirst Too

As temperatures heat up, remember to keep yourself hydrated. Just like our dairy animals, drinking enough water is essential to staying healthy. The human body is made up of about 60 percent water and the average adult loses about 2½ quarts, or 10 cups, of water daily. To stay properly hydrated, and maintain your body's fluid balance, you need to replace that fluid loss each day.

Penn State Cooperative Extension offers these tips to improve your water intake:

- Carry water with you everywhere you go
- Eat more fruits and vegetables as they are naturally high in water content
- Try drinking lemon-flavored hot water or tea for a change
- Try flavored, calorie-free waters or add a few drops of lemon or lime juice
- At a restaurant, ask for water with lemon. Milk, coffee, unsweetened tea, or other drinks without added sugars can also be good choices

Quench Their Thirsts

Fresh, Clean Drinking Water Matters to Bovines and Humans



The goal of the commercial was to film only positive images around the farm and to feature a 'real' farm and 'real' dairy farmers.

According to Rachel, Lactaid's staff had the whole commercial concept story-boarded with the specific shots and scenes they wanted in the commercial well ahead of the day of the shoot. This allowed the film crew to be ready for specific shots around the farm on the day of filming.

"I remember thinking what kind of city people are we bringing to the farm," Rachel said. Once the cameras stopped recording and the troupe headed home, the Detwilers came away with a positive experience.

"The camera crew and staff were all friendly and interested in our farm and

seemed very genuine," Rachel said. HP Hood staff served as a helpful resource for the Detwilers so they didn't feel overwhelmed or worried about what questions would be asked or what would be filmed.

"For me, this is where the leadership and media training came into play, plus our experience with bringing school groups to our farm helped." Rachel said. "Through opening our farm up to others, we have had to learn to be accepting and willing to bring people to the farm."

The Final Package

The minute and a half commercial is narrated by both Rachel and Brian. From mentioning their farm history to why they enjoy milking

and caring for cows, the commercial emphasizes a farmer's dedication to their farm and family. The commercial has been viewed close to 6,000 times and has been shared over 130 times on Facebook. With social media having a strong influence on consumers, the short video connects Lactaid consumers with a real dairy farmer. Two shorter commercials highlighting Maple Kroft Farm are also featured on Lactaid's Facebook page.

Once the commercial debuted, Rachel and her family were met with complimentary reactions on Facebook. "We received a great deal of positive response, especially from other farmers. The farmers said they were glad to see the commercial depict dairy farming as a family business," Rachel said.

While a few of Rachel's family members were apprehensive to participate, she noted that she was thankful she was able to convince them otherwise. "I was able to sell this as an amazing opportunity and told my family we will never get this chance again," Rachel said. "Being in this commercial was an honor and a privilege," Rachel said.

Hollywood may not call the Detwilers for the next blockbuster movie, but camera or no camera Brian and Rachel look forward to sharing their dairy story with others.

View the commercial on Facebook!
Go to <http://bit.ly/LactaidDetwiler>.

Nearly 85 YCs from five states braved the mid-June heat to attend the 2018 YC Summer Break. The group visited the best of Morrison's Cove's dairy industry in Blair County, Pennsylvania. From a tie-stall barn to a 1,500 cow dairy, YCs enjoyed learning and networking with fellow Maryland & Virginia producers.



YCs Roll Through Altoona

Dairy Groups Seek Resolution To Mexico Trade Dispute

More than 60 dairy industry organizations, including Maryland & Virginia, signed a letter to President Trump asking him to suspend tariffs on steel and aluminum imports from Mexico to help reduce retaliatory tariffs implemented on U.S. dairy products by our neighbor to the south.

The letter points out that unlike Canada, Mexico has sought open dairy trade with the U.S. for a long time. The U.S. exported nearly \$400 million in cheese to Mexico last year. Mexico buys about one-quarter of U.S. dairy products that are exported.

"Unfortunately, our share of the Mexican market is in grave jeopardy. Mexico included U.S. cheeses on its list of products now subject to tariffs in retaliation for U.S. actions on steel and aluminum imports. These tariffs – which will reach as high as 25% - will diminish foreign demand for high-quality U.S. dairy products that are produced across the country and support nearly 3 million American jobs," say the groups in the letter.

"Worse yet, our competitors in the European Union will use this opportunity in the wake of their recently concluded Free Trade Agreement with Mexico to gain market share there. Allowing Mexico's cheese tariffs to remain in place will greatly assist the EU in a market where the U.S. has long been the leading supplier," the letter continues. The letter was coordinated by the U.S. Dairy Export Council (USDEC).

The Detwilers put their training

into action.

camera ready!

TRADING POST

Meet Maryland & Virginia's 2018 Crop of Co-op Scholars

Another school year has ended, and Maryland & Virginia has awarded a fresh crop of co-op scholarships to eight deserving recipients as part of its annual scholarship program. This year the co-op awarded five \$1,000 scholarships plus three additional \$500 scholarships, thanks to generous donations from co-op leaders, staff and strategic partners.

\$1,000 RECIPIENTS

Todd Allen, Jefferson, Maryland, will be attending Virginia Tech this fall. Todd grew up on a three-generation dairy, Glen-Toctin Farm. He is involved as a junior member of the National and Maryland Holstein Conventions, and has placed nationally in 4-H judging contests. Todd finds laboratories and genetics particularly interesting and plans to pursue a career as a sire analyst, geneticist or Holstein classifier after college. He is eager to contribute to the dairy industry as a role model, and expects to return to his family farm.

Rayann Elizabeth Eaves, is a focused and driven freshman at the University of California-Davis. She was raised on a fifth-generation family dairy farm that also raises swine and alpacas. Rayann has national and local level competition experience showing animals, and is active in many academic and agricultural groups. She has demonstrated a passion and commitment to animals and sciences, and to her dairy farm roots. She works part-time at the UC Davis Dairy, which helped her feel at home after moving across the country, while she learned about their herd and new management practices, as well as calf care and cow wellness. Rayann plans to pursue a veterinary degree and large animal veterinary practice or research in the future.

Katelyn Allen, Jefferson, Maryland, attends Virginia Tech, majoring in Dairy Science. She was among 75 students selected to participate in the National FFA International Leadership Seminar for State Officers to go to South Africa. However, it was her experience as Frederick County Dairy Princess that put her out working with the community and promoting dairy farming and the values of milk. Focusing

her interests into agricultural education, she is combining her experience and knowledge 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.

Isabelle Leonard, Spottswood, Virginia, just completed her freshman year at Cornell University. Isabelle grew up on her family's 115-cow dairy farm, and as part of the responsibilities of the State Reporter for the Virginia FFA Association, she served as an ambassador for agriculture, agricultural education and shared the American farming experience as she traveled throughout Europe. Isabelle credits her travel experiences in Europe and Southeast Asia with shaping her career goals in international marketing and agribusiness.

Lindsay Smith, Colora, Maryland, attends Delaware Valley University and is pursuing a career in Animal Science and Agribusiness. Lindsay grew up on a farm and works for Kilby Cream where she has learned pasteurization, milk bottling and even making ice cream base and flavors. Working in both the dairy and food industry gives her unique perspective on consumer trends. Lindsay is eager to be involved in the dairy industry as a voice for farmers and promoting dairy goodness. She has also been a leader and competitor within Maryland 4-H, where she excelled in showing livestock on the local to national levels. Lindsay wants to work as an animal nutritionist specializing in calf development.

\$500 RECIPIENTS

Hannah Hunsberger, Mifflintown, Pennsylvania, is a junior at Penn State University pursuing a degree in Plant Science. Although she grew up on her parents' farm, Hannah cites a church trip to Haiti that influenced her career focus and cemented her appreciation for American agriculture. Hannah plans to use her degree in plant sciences to support the work on her

Maryland & Virginia Awards

\$6,500 in Scholarships

family farm, as well as contributing to the international agricultural community. Hannah recognizes that she has an opportunity to share her talents, work in the field that she is passionate about, and make a real difference in the lives of farmers here in the U.S., and abroad.



Shelby Lager, Frederick, Maryland, is a freshman at Virginia Tech studying Dairy Science and Agro-Business. Already involved in Virginia Tech's Dairy Club and Block and Bridle, Shelby was Secretary and Vice President of the Linganore FFA Chapter. She is passionate about the dairy industry, and she has a specific desire to ensure the industry has an economically viable future.



Catherine Savage, Dickerson, Maryland, is a freshman at Virginia Tech in Dairy Science and Agribusiness. She has been very active in the Maryland and National Holstein Association as well as the Maryland state and National Jersey Association, 4-H and Collegiate Young Farmers. Catherine notes that one of her most influential experiences was attending the National Jersey Youth Academy, where she was able to learn more about various industry fields and career options. She acknowledged that a disconnect exists between the agriculture community and the non-ag contingent, and wants to help educate people on the value of farms, farming, and food production.

WANT TO APPLY FOR 2019?

TO BE ELIGIBLE FOR A MARYLAND & VIRGINIA 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 Daniela Roland at 800-552-1976 or visit the scholarship page under the 'Our Community' tab at www.mdvamilk.com.



Farm Bill Headed for Conference After Sailing Through Senate

The full Senate passed the Agriculture Committee's new Farm Bill legislation by a final vote of 86-11. The bill incorporated amendments to return the catastrophic coverage levels in dairy margin insurance from \$4 to \$5 and to set up a pilot dairy product processing and marketing innovation program. The Senate handily turned down an amendment that would have limited many activities of commodity promotion and research checkoffs. Next up, leaders on the House and Senate Agriculture Committees will attempt to resolve the differences in their respective bills. The Conference Committee faces a difficult task in trying to find compromise on nutrition assistance language. The Senate mostly extends current programs while the House bill adds controversial new work and eligibility requirements.

FOR SALE

76 De Laval vacuum pump. 5 HP De Laval motor with oil reclaimer. Inquires please call Jeff 301-829-0203.

FOR SALE

3 registered Holstein bulls - all breeding age. Have all the dam records. 1 registered Jersey bull out of the Topeka Bull. Dam is predicted @18,000 lbs. have all her records as well. Call Mike at 717-658-5328.

FOR SALE

300+ acre farm for sale. Located in Monterey, Tennessee. Call 931-510-3832 for details.

FOR SALE

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

FOR SALE

600 gallon Mueller tank in good working condition, \$1,500. Call 410-259-6000.

FOR SALE

John Deere 4995; Self-propelled disc mower with low hours; 20' Forage wagon with 19-ton running gear with flotation tires. Silo Pack 802C 9 foot Ag-Bagger. T7050 New Holland four wheel drive tractor with only 2500 hours. Milk tank and 2" stainless pipeline. 1,500 Mueller milk tank, and vacuum pump. Propane hot water heater. Call 717-552-1500 for all inquiries.

FOR SALE

FP 230 New Holland Pull-type forage chopper. 30 inch 3 row head. Used only 3 seasons, 1000 acres. Excellent condition. Also haylage pickup head. Richardson 700 dump wagon. Will sell as a package. \$30,000, negotiable; Kuhn/ Knight vertical mixer VT 168, run 3 years, \$20,000; 1,500 gallon Surge bulk tank in good condition, \$3,000, negotiable; 20 used calf hutches, \$50 per hutch; 40 open heifers. Call Kent West at 252-308-2189 for details.

FOR SALE

Zimmerman 36' hay elevator. Like new. Call 240-367-5511.



Make Ahead Potato Salad

8-10 medium red bliss potatoes, quartered
1 small red onion, finely chopped
Pepper to taste (try white pepper)
1 cup sour cream (light or regular)
1 cup yogurt
1/4 cup white vinegar
Handful of chopped fresh herbs, such as parsley or dill

For the Dressing:

1 Tbsp white sugar
1 tsp salt



Bring a pot of salted water to a boil, add the potatoes and cook until fork tender. Drain in a colander, then put the warm potatoes in a bowl. Mix up the dressing and add to the potatoes. Serve it warm or refrigerate and serve later.

Optional Add-ins to try:
> chopped hard boiled eggs, green beans (or steamed vegetables on the side)
> 1-2 Tbsp basil pesto, for a lovely "Green Goddess" color and rich, herbaceous flavor

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.

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

HAVE YOU HEARD?

DAIRY NEWS FROM AROUND THE INDUSTRY



New ‘Got Jobs?’ Campaign Demonstrates Dairy’s Substantial Impact on US Economy, States and Local Communities

Most Americans know milk and other dairy products are an essential part of a healthy diet. But less well-known is dairy's contribution to the health of the U.S. economy and the economies of every state across the country. A new storytelling campaign launched today by the U.S. dairy industry aims to shine a brighter, data-driven spotlight on the positive effects of dairy's economic engine. The U.S. Dairy Export Council (USDEC), the International Dairy Foods Association (IDFA) and the National Milk Producers Federation (NMPF) are collaborating to create the new “Got Jobs? Dairy Creates Jobs, Exports Create More” campaign. Over the next year, they will share in-depth data and compelling narratives featuring hardworking dairy farmers, innovative dairy company employees, resourceful retailers and many others throughout the food supply chain at GotDairyJobs.org. – NMPF



U.S., China Implement Import Tariffs



The United States began imposing 25% tariffs on \$34 billion worth of products from China in early July. The Chinese government quickly followed suit imposing tariffs on imports on the same total value of goods from the U.S. including several agricultural products. The New York Times reported that the U.S. tariff list includes steel and aluminum as well as products like robotics, engines and aircraft parts. The Chinese immediately imposed retaliatory tariffs on several products from the U.S. Politico reported that the list of agricultural products includes soybeans, cotton, rice, sorghum, beef, pork, dairy, nuts and produce. The U.S. Dairy Export Council (USDEC) said the dairy product list includes fluid milk and cream; milk powder; fermented products like buttermilk, yogurt and kefir; whey; butter, fats and oils; and cheese. – South East Dairy Farmers Association

July is National Ice Cream Month

What's better than enjoying ice cream on a hot summer day? Not too many things! We all love ice cream but how much do you actually know about ice cream? Test your ice cream IQ and find out if you are an ice cream connoisseur by taking the Dairy Good quiz at <http://bit.ly/2IC2jDR>.



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

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