



Pipeline

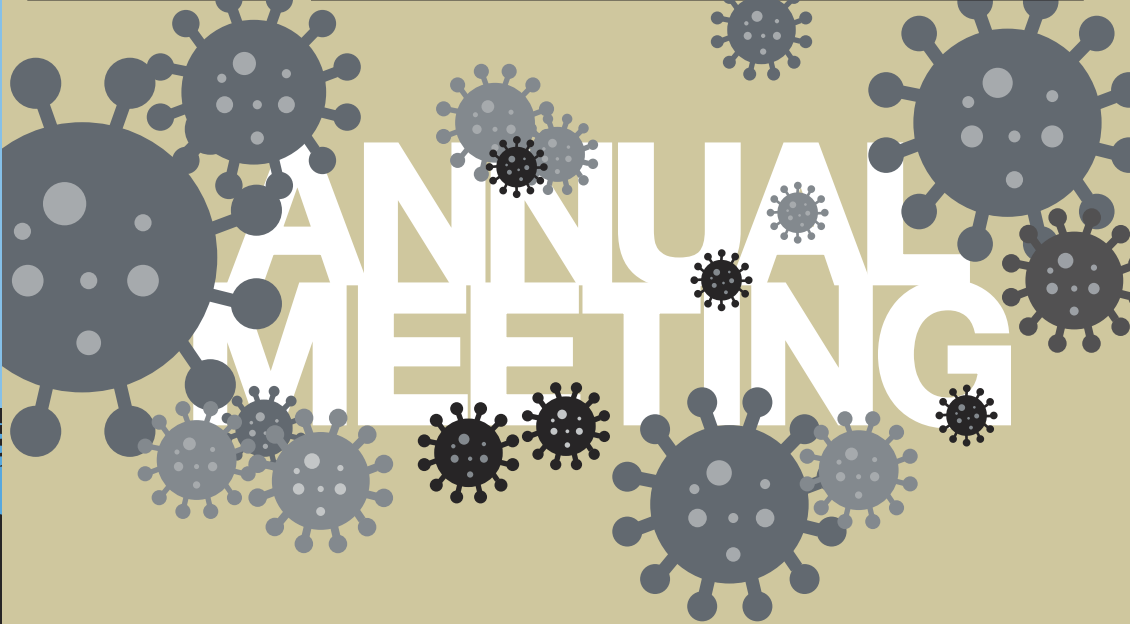
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Coronavirus Outbreak Disrupts Annual Meeting, Triggers Response Team

Maryland & Virginia Milk Producers Cooperative canceled its 100th Anniversary Celebration and Annual Meeting in light of the unprecedented public health crisis and national emergency caused by the novel coronavirus (COVID-19) outbreak.

Our top priority is the health and safety of our people and our families, our customers, our members and our communities. We're following the guidance from the Centers for Disease Control and our local and state public health agencies.

Maryland & Virginia has activated a COVID-19 response team to coordinate our response, crisis management and business continuity at this time. This team is focused on minimizing disruptions to normal operations and minimizing impact on our team members, customers and members. Our operations are currently running and keeping pace with customer demands.

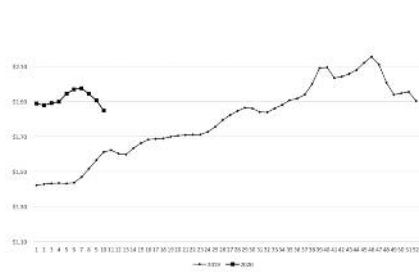
The situation is changing rapidly and impacting countries, states and communities differently. Our response team is making decisions based on the most recent information available while keeping the health and safety of our stakeholders in mind. We encourage our members to do the same.

A number of COVID-19 resources have been pulled together to help farmers understand and manage their operations during this public health crisis.

Our operations are currently running and keeping pace with customer demands.

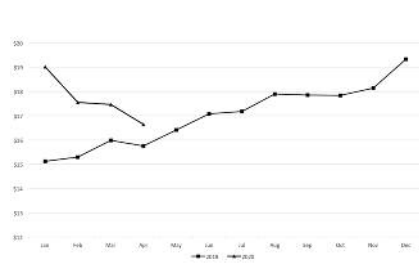
Markets At-A-Glance

NASS Cheese Price



The NASS Block Cheddar price for March 4, 2020 is \$1.8464, which is \$0.24 higher than the March 2019 price.

Class I Mover



The April Class I Mover is \$16.64 – down \$0.81 from March's \$18.64. This price is \$0.88 higher than April 2019.

Pipeline is published by **MARYLAND & VIRGINIA MILK PRODUCERS COOPERATIVE ASSOCIATION, INC.**

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Coronavirus continued from page 1

When communicating with your community about the COVID-19 situation it is important that we all use empathy. A few recommendations for how to address the work our farmers do and to reassure consumers that their milk and dairy products are safe to consume are:

- Remind people that milk and dairy foods are a safe and wholesome choice for their family.
- Consider hosting live streams from your farm to help show customers the best practices you use. Use this as an educational opportunity. Many parents are seeking ways to keep their children engaged and actively learning.
- Share dairy friendly recipes or ideas that customers can use during their time of isolation.

Maryland & Virginia's Board and management are in close communication about our COVID-19 strategy and response. They are also working together to determine how best to deliver the annual meeting content to the membership. Stay tuned for more announcements as details are finalized.

National Milk Producers Federation

NMPF has developed a three-page handbook giving dairy farmers the info they need to know most about the coronavirus and its potential impact on farms. A copy of the handbook is available at www.nmpf.org or through our Member Portal homepage at www.mdvamilk.com/member-login/.



Pennsylvania's Center For Dairy Excellence

The online library at www.centerfordairyexcellence.org/covid-19-farm-resources includes:

- **A COVID-19 OVERVIEW** so dairy farms can understand its transmissibility, host range, incubation period, environmental stability, and other required information for infectious disease outbreak response (*published by the National Milk Producers Federation*).
- **A COVID-19 FACT SHEET** to assist farm employees in understanding the virus and what they can do to help prevent it on the farm (*published by Alltech*).
- **CRISIS PLANNING RESOURCES** to guide dairy producers through the crisis planning process and limit the impact of COVID-19 on their operation (*published by Farm Journal's MILK*).
- **STRESS AND WELLNESS RESOURCES** to help dairy farm families cope with financial and farm stress, and find the support to keep moving forward (*published by Farm Journal's MILK*).
- **FINANCIAL PLANNING RESOURCES** to help dairy producers navigate uncertainty through risk management tools and business planning resources (*published by the Center for Dairy Excellence*).

Did you Know...

that Maryland & Virginia has canceled *only two* of its annual meetings in its 100 year history?

1942

During World War II the co-op donated \$1,100 to the Red Cross to help with the war efforts instead of hosting a meeting.

2020

In March the co-op canceled its Annual Meeting and 100th Year Gala Celebration due to the coronavirus outbreak.

DAIRY FARMING TAKES A LOT OF TIME. It's more than a nine-to-five, 40-hour a week profession. With fewer dairy farmers in the U.S. than ever before, our society is lacking easy access to the farmers who supply their milk and dairy products, or are they?

Nearly 80% of the U.S. population has a social media profile. This equals approximately 247 million U.S. social media users as of 2019. Add to that the fact that adults spend more than 6 hours per day on digital media, and there is an enormous social media audience waiting to hear from dairy farmers like our members.

Finding time to chime in on social media is tough. There are cows to milk, calves to raise and crops to tend. Stealing minutes here and there to post and share what you do every day, may seem like an inconvenient nuisance, but it has tremendous payback.

The Academy Awards in February inadvertently called dairy into the news. A well-known actor attacked how dairy farmers care for baby calves in his acceptance speech.

Dairy farmers all over the U.S. were frustrated and eager to correct the mistruths this actor had portrayed. We're fortunate that a number of news outlets turned to the dairy industry to balance the news coverage. Farmers partici-

pated in live interviews on national news networks defending their industry and livelihoods.

Some dairy farmers with active social accounts did more. They shared stories of how they care for calves. They posted pictures and videos of how and why baby calves are often separated from their mothers shortly after birth.

When media storms like this happen we turn to our dairy farmer influencers to help us reach the consuming public (an influencer is someone who has the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience). Some of our members are doing a great job at this. But we need to keep our members inspired to contribute and we need more dairy farmer influencers.

To learn more about how to get engaged with social media, start by checking out our 'Let's Get Social' webinar featuring Don Schindler, Senior Vice President of Digital Initiatives for Dairy Management Inc., and Dairy Carrie, a well-known and highly-regarded dairy farmer and blogger. Together they share their experiences and provide tips on how other dairy farmers can become more engaged with social media. The webinar recording is available in the Member Portal under Resources at <https://www.mdvamilk.com/member-login/>.

Dairy Carrie's Top Ten Tips for Getting More Instagram Followers

1. Set up your profile properly
2. Create fun content
3. Polish up photo and video skills
4. Be yourself
5. Respond quickly
6. Answer questions
7. Use the right hashtags
8. Cross-promote
9. Use Instagram Stories
10. Share your profile

For complete details go to: <https://www.agdaily.com/livestock/10-tips-on-how-to-get-more-instagram-followers/>.

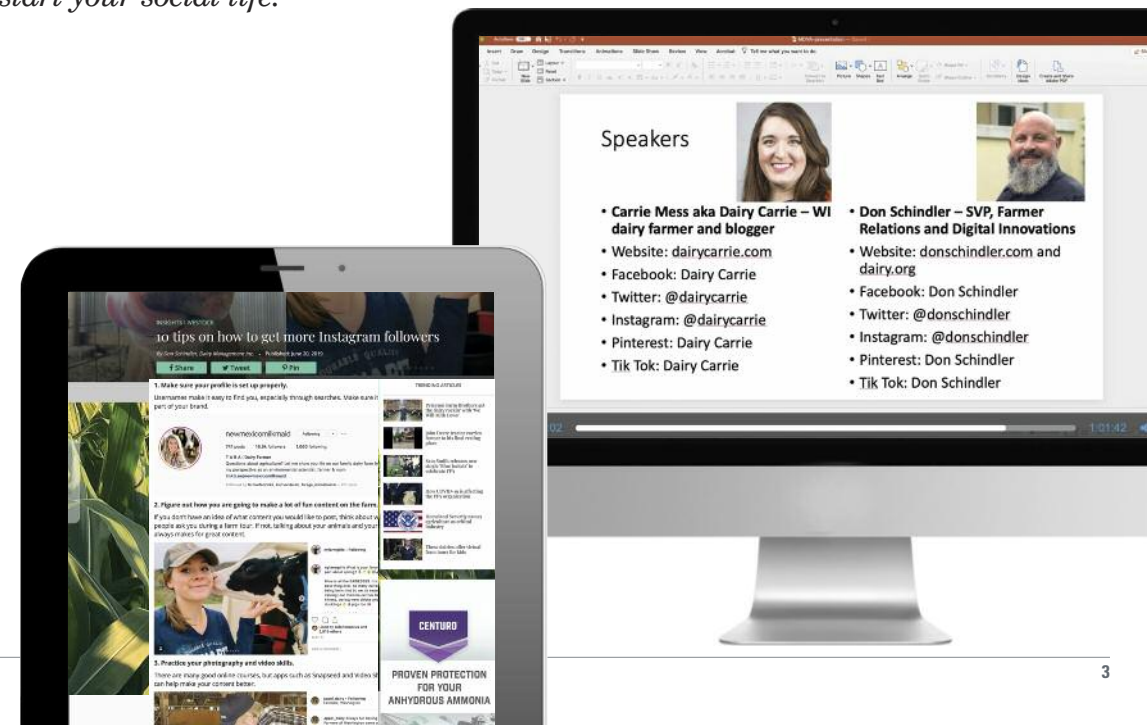
Don Schindler's Top Nine Things to Post to Facebook

1. Videos of farm life
 2. Photos of farm life
 3. Answering questions
 4. Getting fans to engage
 5. Virtual farm tours
 6. Ask fans what they want to know
 7. Share the best of other farms' pages
 8. Daily activity
 9. Share on your page *and* profile
- And - use Facebook Advertising

For complete details go to: <https://www.agdaily.com/insights/top-10-things-you-should-be-posting-to-a-facebook-farm-page/>.

Dairy Needs More Influencers.

We have tools to help you jumpstart your social life!



Register Now for our Upcoming Member Webinars

Our monthly webinars are open to all members. Join us for one of our upcoming sessions!

PLEASE TAKE NOTE: Webinars start at noon and members must pre-register to participate. Members may participate by phone, computer, tablet or mobile device. Every webinar is recorded, and the recording is made available in the Members Only portal at www.mdvamilk.com under Resources.

APRIL WEBINAR

R.E.S.E.T-ING the Dairy Industry to Attract and Retain Employees

Noon, EDT, April 22

Featuring *Jorge Delgado, Talent Development Expert with Alltech*

One of the most important resources on a farm is its workforce. While it may not be easy to find people willing to work long hours – especially long hours of performing the physically demanding task of milking cows – it is worth every effort to attract and retain people to work on our dairies. Although this is not an easy task, with the right conditions and the right tools, employees will see the dairy industry as a unique place that supports and cares about them.



Jorge Delgado, Talent Development Expert with Alltech, is originally from Ecuador. He Jorge comes from a family of dairy farmers and he received his bachelor's degree in agriculture and dairy science from EARTH University in Costa Rica. Afterward, he returned to Ecuador, where he worked in the dairy industry to represent a genetic company through consulting, sales and training. In 2002, Jorge moved to the U.S., where he worked for 10 years on multiple dairies as a herd manager. He has also worked with Elanco's Dairy Training Program, focusing on empowering dairy workers.

To pre-register, go to <http://bit.ly/EmployeeTrainingWebinar>.

MAY WEBINAR

Dairy Market Outlook

Noon, EDT, May 20

Featuring *Katie Burgess, Commodity Risk Analyst with Blimling, Inc.*

Commodity Risk Analyst Katie Burgess will dive into the latest happenings in the domestic and global markets, and what the forecast looks like for dairy. The COVID-19 outbreak has caused considerable volatility in the marketplace. The impact has been fast, and markets are still responding. Join us in May for a better perspective on dairy markets the last half of the year.



Katie Burgess, Commodity Risk Analyst with Roger W. Blimling, Inc., developed a passion for the dairy industry while growing up on a Wisconsin dairy farm and joined the Blimling team in 2012. She now works directly with clients across the dairy supply chain – including producers, processors, and multi-national end-users – to build and execute risk management strategies. She also tracks on-farm margins across the US and closely monitors global milk production economics. She holds a Master's Degree in Agricultural and Applied Economics and a Bachelor's Degree in Agricultural Business Management, both from the University of Wisconsin.

To pre-register, go to <https://bit.ly/MDVADairyMarketsMayWebinar>.

Celebrating Our Long-term Members

Maryland & Virginia is thankful for each and every one of our members. We enjoy celebrating their milestones and accomplishments. In this, our 100th, year of operation we honor three members for achieving 100 years of cooperative membership and one farm for 50 years of membership.

Potts Dale Holsteins



Potts Dale Holsteins in Purcellville, Virginia has been a family farm for over 200 years, and this year marks their 100th year of membership with Maryland & Virginia. Owned by **Mike and Nancy Potts**, the farm is home to 90 registered Holsteins and it is one of the top BAA herds in the state.

"Dairy farming is a great lifestyle," said Nancy. "All three of my children have worked on the farm with us from really a young age. As babies they were here with me and as youngsters they tagged along as I fed calves. They started doing chores as they were able."

Now Chris, Nancy and Mike's son, is the fourth generation to be farming at Potts Dale. "I take a real sense in pride coming back to the family farm. One day I hope to pass it along to my son."

The family milks in a double-four parlor and they house their cows in a freestall and bedded pack barn. They work with a nutritionist to provide a balanced ration for the herd, and they utilize deep bedding for cow comfort.

Logan, Nancy and Mike's other son, is a full-time history teacher, but he still works part-time on the farm. "My favorite thing on the farm is milking. I enjoy seeing the cows morning and night."

"Being able to have that individual knowledge of each cow, we can tell when the cow is off or she's feeling sick. The better the cow is taken care of the better the product she makes will be."

"I want everyone who drinks our milk to be as healthy as possible, that all comes back to making sure each of the cows gets the best care they can get on the farm," said Logan.

To the Potts family, thank you for all you do to produce a quality product for our customers for the last 100 years.

Kenwood LLC



Monk Sanford's paternal grandmother started his family's dairy farm in 1918, and she became a member of Maryland & Virginia when the co-op first formed two years later in 1920. "Dad took over the farm, and then passed it on to me," said Monk.

His farm, **Kenwood LLC**, in Orange, Virginia, encompasses 1,400 acres. "This land has been on a permanent easement. Always to be in agriculture," said Monk. He currently milks 240 cows but has 260 in the herd. He also has about the same number of Angus beef cows.

Carolyn, Monk's wife, does all the bookwork. Their son Chip tends to the beef cows, the crops and the day-to-day whatever

needs to be done work. Monk does all the feeding. His employee Sonny looks after the cows and does all their breeding.

"We have good employees that we can really count on," said Monk. "They have allowed me to be on the Board, to be away. We could not survive without them."

The Sanfords work with three veterinarians, a nutritionist and an agronomist to make sure they're doing all the right things for their cows and their land. Their cows are housed in a freestall barn that is bedded with sawdust. They have a fresh cow or special needs pen that is a bedded pack.

"I take pride in taking good care of my cows," said Monk.

"You have to do everything you can to keep your cows as healthy as possible to produce a quality product for customers. You want to do the best you can for them."

All three of Monk and Carolyn's children live on the farm, and they are all focused on the farm continuing. "I love working with family, there's nothing better. Being fourth generation it's very important for me to try and learn as much as I can to keep things going," said Chip. "It's a great way of life," added Carolyn.

Thank you Monk, Carolyn and Chip for your family's dedication to the industry and your 100 years of membership.

Cool Lawn Farms



Cool Lawn Farms of Remington, Virginia has been a Maryland & Virginia member since 1970. Owner **Ken Smith** remembers that one of the first things his father did when he moved to Virginia, was to find a market for his milk. Ken noted that his father wanted a market that would take his milk from the farm through to the consumer, and he found that with Maryland & Virginia.

"We wouldn't have been here without my grandfather," remarked Ken's son Ben. "We owe it all to Pop."

Today the family milks over 900 cows and they employ 17

workers. Cow comfort is key at Cool Lawn and they make it a priority with everything that they do.

Their cows are housed in a freestall barn that is bedded with composted solids. They give every cow fresh bedding bedded daily and rake stalls daily. They have rubber mats in the alleyways to ensure cows aren't standing on concrete all day. And they have plastic dividers in the barn to give added flex and comfort to cows while they are laying down.

Within the last several years, the Smiths started a retail

business called Moo Thru, selling ice cream at three locations. "It's a reminder that we need to do as good a job on the farm as we possibly can," said Ben.

"Being able to work with your family, our cows, and to be outside, it's just something you just can't match," Ken shared. "I love the cows, and I can't say that enough."

Thank you to the Smith family of Cool Lawn Farms for your dedicated membership.

Glaettli Farm



Stephen Glaettli, owner of **Glaettli Farm** in Catlett, Virginia, has milked cows for 56 years. His family entered the dairy business 100 years ago and were one of the founding members of Maryland & Virginia. According to Stephen, many family members contributed to helping around the farm over the years and milking the cows. He used to breed registered Red and White

polled cattle and his nephews used to show at local shows.

Over time, he slowly moved away from maintaining the registrations, but still has descendants of his registered animals. Today he milks a small herd in a stanchion barn. While many farmers switched to milking parlors, Stephen valued the interaction with the cows in the stanchion barn set up.

Stephen said, "The best part of milking cows over the years has been working with the animals. It's nice to see all those faces looking at you when walk in the barn."

Thank you, Glaettli family, for your 100 years of membership.



OCTOBER 2019

Allen M. Weaver, Millington, Maryland
Gideon S. Esh, North East, Maryland
Benuel U Stoltzfus, Jersey Shore, Pennsylvania
Troester Dairy, Mifflinburg, Pennsylvania

NOVEMBER 2019

Samuel G. Swarey, Rosenberg, Pennsylvania

John H. Oberholtzer, Mifflinburg, Pennsylvania
Eli M. Esh, Madisonburg, Pennsylvania

DECEMBER 2019

4B Farm LLC, Keymar, Maryland
Elmer K. Fisher, Ronks, Pennsylvania
David R. Miller, Myerstown, Pennsylvania
Richard H. Martin, Newburg, Pennsylvania

Jacob B. Fisher, Lancaster, Pennsylvania
J. Elam Zook, Christiana, Pennsylvania
Alvin M. Stoltzfus, Spring Mills, Pennsylvania
Alvin L. Hassinger, Middleburg, Pennsylvania
Fry Acres, Middleburg, Pennsylvania
Mervin W. Zimmerman, Millmont, Pennsylvania



Co-op Welcomes Second Sustainability Specialist

Marisa Little recently joined the Maryland & Virginia team as a Sustainability Specialist. Marisa will work in concert with field representatives to provide specialized support assessing member animal care programs, identifying areas in need of on-farm improvement, seeking critical resources and setting goals for improvement, all as part of our FARM program.

The Farmers Assuring Responsible Management (FARM) animal care program has moved to version to 4.0. This fourth evolution brings greater focus on documentation and employee continuing education, plus more stringent core requirements for pre-weaned calves, non-ambulatory animals, euthanasia, feed and water access.

Going into FARM 4.0 Maryland & Virginia has changed our approach in how we implement the program. The most significant change we are embracing is to assign to each farm a sustainability specialist who can provide dedicated support for animal care programs.

Marisa has real-life experience working on a dairy farm. She was involved in her family's dairy farm for many years and was a herd manager on a local 240-cow dairy farm. She is currently attending The Pennsylvania State University World Campus and working toward her B.S. in Agribusiness Management. Marisa owns a small high-type Jersey and Brown Swiss herd under the name 'Pine Creek Farm' and enjoys showing dairy cattle at local and national competitions. She lives in Keymar, Maryland with her husband Steven, and her three children Dylan, Levi, and Kiley. Marisa's email address is mlittle@mdvamilk.com and her mobile number is 240-549-9795.

Marisa joins Maryland & Virginia's other Sustainability Specialist, Hannah Walmer, who has worked as a Specialist since last fall. Previously Hannah worked as a field representative serving members in District 2. Like Marisa, she has significant on-farm experience, having grown up and worked on her family's dairy farm. Hannah and her husband have three young daughters, Ellen, Daphne and Delilah. Hannah's email address is hwalmers@mdvamilk.com and her mobile number is 717-304-7967.

Members who have questions or who need support with animal care are encouraged to contact either Hannah or Marisa.



LEFT AND TOP: Dairy farmer Trisha Knight Boyce participates in a National School Breakfast Week event with school food influencers and dairy advocates. BOTTOM RIGHT, left to right: Dr. John Hodge, Vice President of the Urban Learning and Leadership Center; Qadry Ismail, former Baltimore Raven and Fuel Up to Play 60 partner; Trisha Knight Boyce; and Michael Wilson, Director of Maryland Hunger Solutions.

Member Makes Connection from Farm to Student Breakfast Foods at ADA Event

ADA NORTH EAST'S *Breakfast After the Bell* program is taking aim at the more than 200,000 Maryland students not partaking in school breakfast. The program is a great opportunity to reach these students and to provide them with milk, cheese and yogurt in schools. By offering students dairy to start their day, the program fuels students with the energy they need for success, while also increasing sales and consumption of dairy products.

In early March, ADA North East hosted a National School Breakfast Week media event in Annapolis, Maryland, to keep dairy top-of-mind with many of the state's top school food decision makers. Maryland & Virginia member Trisha Knight Boyce from Chapel's Country Creamery in Easton, Maryland, helped participants make the connection between dairy foods and the dairy farmers who produce it.

Trisha told attendees, "my family and I take great pride in producing a nutritious part of school meals – the milk, chocolate milk, yogurt and cheese that students enjoy as part of their school meals each day. We have a long tradition of commitment to children's well-being and look forward to continuing to see school breakfast programs grow and develop across the state of Maryland in the years to come."

National Dairy Board Scholarship Applications Being Accepted

The National Dairy Promotion and Research Board will award 11 scholarships worth \$2,500 each, in addition to a \$3,500 James H. Loper Jr. Memorial Scholarship to one outstanding recipient.

Scholarships are awarded based on academic achievement, an interest in a career in a dairy-related discipline, and demonstrated leadership, initiative and integrity.

Completed applications should be submitted online no later than May 22, 2020. Questions regarding this application or regarding the NDPRB scholarship program can be directed to Nate Janssen at 847-627-3335 or by emailing NDB at nbscholarships@dairy.org. For more details visit <http://bit.ly/NDBScholarship>.



TRADING POST

FOR SALE

VA milk base for sale – 433,797 pounds. Contact Harold House at 571-722-3356.

FOR SALE

T7050 New Holland four-wheel drive tractor with only 2500 hours. 8 in x 4 ft wide Ditch Witch skid loader attachment. Pictures available. Call 717-552-1500 for all inquiries.

FOR SALE

Frederick County, Md. farm. 80 acres tillable, 30 acres pasture, 133.38 acres total. 144' x 54' barn on hill, machine barn, smaller barn, 2 calf barns, heifer shed, bank barn, and additional buildings. Currently used for beef. Endless possibilities. Call Danielle at 240-367-0278 (cell) or 301-695-4800.

FOR SALE

290,000 pounds of Virginia Milk Commission Base for sale. Selling in 50,000 increments. Make me your best offer. Call 304-279 0132.

FOR SALE

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

FOR SALE

1000 gallon Girton milk tank with lid and stirring paddle the stirring motor and a/c not included). Tank is in great shape. Open to offers. Can email photos. Call Eric Heidig at 540-845-9805 or Ejh071762@aol.com.

FOR SALE

Six claw Deval and Surge milking system. New vacuum and milk pumps with wash line and 2-inch-high line system for straight 8 or double 6 milking system. \$1,500 cash. No tank and no calls after 8 p.m. Call 704-606-2040 695-4800 office.

FOR SALE

Roto-Mix 274-12B mixer wagon. Oswalt model 250 mixer wagon. 1250 Mueller milk tank. For more information call Jeff at 301-829-0203.

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

The Instant Pot, a device that combines the components of an electric pressure cooker, slow cooker, rice cooker and yogurt maker into one handy unit, is a kitchen appliance growing in popularity. Beloved for speeding up lengthy cooking processes, the Instant Pot is also adept at making quick meals even quicker. Test out this scrambled egg dish that your whole family will love in just 10 minutes with your Instant Pot.



Co-op Cooks & Co.

Instant Pot Cheesy Egg Bake Breakfast

- 8 bacon slices, chopped
- 8 eggs
- 1 cup cheddar cheese, shredded
- 2 cups hash browns, frozen
- 1 teaspoon kosher salt
- 1/2 teaspoon pepper
- 3/4 cups milk



Add the chopped bacon in an instant pot and "sauté" until it becomes crispy. Add frozen hash browns to the pot and cook for 2 minutes. In a bowl add milk, eggs, shredded cheese, salt and pepper and whisk well. Directly pour the mixture over the potatoes and cover the pot with the lid. Cook for 5 minutes on manual "high" pressure. Release the pressure quickly. Serve with extra shredded cheese.

HEY CO-OP COOKS – SHARE YOUR FAVORITE DISHES!

Submit your recipe, contact information, and fun fact about you or the dish to Amber Sheridan at asheridan@mdvamilk.com or call 703-742-6800.

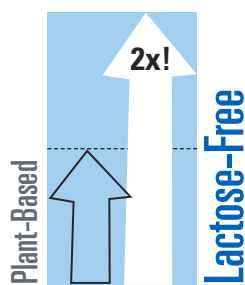
HAVE YOU HEARD?

DAIRY NEWS FROM AROUND THE INDUSTRY



OUR MISSION
To provide a sustainable cooperative that maximizes value to our farmer-owners, employees, and customers.

Lactose-Free Milk Sales Growing Faster Than Plant-Based



Plant-based foods and beverages appear to be all the rage, but lactose-free milk sales in 2019 grew twice as fast as plant-based beverages, according to the National Milk Producers Federation (NMPF). In fact, NMPF said lactose-free milk is poised to surpass almond beverage sales in 2020.

Dairy categories with increasing sales – including whole milk, lactose-free milk and flavored varieties – are providing plenty of reason for optimism about the future of milk, NMPF added.

Plant-based food companies, on the other hand, are “innovating” by figuring out which nut or seed to run through the grinder next, the organization noted, adding that some plant-based beverage sales are indeed growing, and some quickly, “but they’re growing from a tiny base.”

Breaking it down further, NMPF explained that almonds drive the plant-based beverage category, with about three-quarters of sales. Almond beverage sales are growing, but not as fast as lactose-free milk. “Among plant-based beverages that aren’t almonds, soy is number two, but soy is declining; in 2018, [it declined] by more than 13%, from \$248 million to \$215 million – a percentage drop much greater than any sales decline in dairy,” the group said.

According to NMPF, oat-based beverages posted an eye-popping 872% rise in 2019. However, it said this rate will be impossible to sustain given the product’s incredibly small base. Oat-based beverage sales rose from \$7 million in 2018 to \$68 million in 2019.

Meanwhile, Americans bought \$13.88 billion of milk in 2019, down from just \$13.93 billion the year before. – *Feedstuffs*

Dairy Retail Sales Rise

An article in Progressive Grocer magazine said cheese and milk are number one and two in sales in the dairy aisle and yogurt comes in fourth. Cheese leads the way at \$16.3 billion annually, milk products are in second place at \$13.3 billion and yogurt clocks in at \$7.2 billion for fourth place. A category called “beverages” that includes plant-based products is in third at \$8.6 billion. The dairy department had total sales of \$71 billion with \$550 million in year-over-year growth.

Dairy products are also doing very well in the frozen foods aisle these days with ice cream sales leading the category with \$6.7 billion in sales and pizza in second place at \$4.8 billion in annual sales. The frozen foods department had \$54.6 billion in annual sales with \$918 million in growth over two years. – *South East Dairy Farmers Association*

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

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- #1 
- #2 
- #3 **Other BEVERAGES**
- #4 