



ISDA NEWS

President's Report



The recent cancellation of a milk market for several farms put much additional stress on those

farm families. It raised concern in our industry about oversupply and a shortage of dairy processing capacity and availability.

It has been suggested the plants cutting off farms may be processing the same amount or nearly as much milk as before, but now they're paying less for it, making them more profitable. This situation further magnifies the importance of sufficient processing capacity close to our farms.

ISDA has been actively highlighting this problem since the closure of the Kalona plant in late 2014. Less competition for our milk and hauling costs to plants that don't have to bid very hard for it lowers our margins and profitability. This limits opportunities

to make improvements and/or bring the next generation into the business.

Some processing expansions are occurring in Iowa. Further expansions and/or new plants will probably depend on processors becoming confident the available and potential milk supply can keep a plant full. We need to convince them a high volume of milk is moving out of the state to be processed, probably enough to fill a fairly large plant or several smaller ones. Milk not processed in the state lowers the price for Iowa dairy farm families and is a net loss for the Iowa economy compared to its value if processed within our borders.

World dairy markets have strengthened from 2016. With the U.S. supply growing faster than our domestic demand, exports will continue to gain importance. Former Iowa Governor and U.S. Secretary of Agriculture Tom Vilsack's position as the new President of the U.S. Dairy Export Council and Gov. Terry Branstad becoming the U.S.



Dairy Iowa Annual Meeting

Mark your calendar for the 2017 Dairy Iowa Annual meeting.

June 8, 2017
10 a.m. to 3 p.m.

Heartland Agribition Center
2600 Swan Lake Blvd.
Independence, Iowa

KEY SPEAKER

Kevin Murphy

Kevin will talk about how activists have surrounded agriculture, are applying a convergence model of communication, and, swaying public opinion even in rural America. This culminates with what farmers and those arrayed on agriculture's side must do to effectively respond.

PRODUCER PANEL

This producer panel will give you the opportunity to learn what other dairy producers are doing with technology to save on labor and provide more value to their operations.

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President's Report (cont.)

Ambassador to China will enable them to help grow exports.

Ongoing research continues to reaffirm milk is nature's most nearly-perfect food. With the perception of butterfat and dairy protein improving, U.S. markets are forecast to improve in the coming months.

We thank Sue Ann Claudon for her service to ISDA and wish her well in the future.

Please consider taking part in the June 8 Dairy Iowa celebration in Independence. This is a chance to share ideas, congratulate our youth, honor our Keeling recipients, be refreshed as to how our promotion dollars are being used, and generally highlight all that is

good about our dairy industry for our consuming public, our economy, social structure and environment!

ISDA has helped lead the way with Dairy Iowa and this celebration since its onset.

ISDA will continue to work as an advocate for and bring value to our Iowa dairy industry, our dairy farm families and related organizations and businesses.

Thank you for your membership in and support of ISDA!

Sincerely,



Larry Shover

ISDA Executive Director Report

The Iowa State Dairy Association is dedicated to building a strong communication link between producers, processors, consumers, legislators and environmental organizations - representing you at all dairy supply chain levels, from dairy farm to consumer tables. ISDA serves as a cohesive voice on legislative issues and reports the latest industry-relevant information to our members. To succeed it takes a commitment by those who are truly passionate about Iowa's dairy industry and our future.

ISDA is our unified voice taking a stand on statewide dairy issues. ISDA works as a liaison between Iowa's dairy producers and organizations such as: Environmental Protection Agency, Iowa Department of Agriculture and Land Stewardship, Iowa Department

of Natural Resources, Iowa State University, and all Iowa farm organizations.

ISDA is a grass-roots organization by the members and for the members - each member strengthens our voice and increases impact. The goal of ISDA is to be the premier dairy organization in Iowa and expand upon legislative work while educating on farm practices.

The Executive Directors position for the Iowa State Dairy Association is currently open.

During the transition, Mitch Schulte will be the Interim Executive Director. Feel free to contact Mitch for anything concerning the ISDA. He can be reached at (319) 775-3451 or mitschschulte@iowadairy.org



Iowa's Dairy Center Hosting Breakfast on the Farm on June 17

CALMAR, IOWA – Join the Northeast Iowa Dairy Foundation for the eighth annual Breakfast on the Farm event on Saturday, June 17, from 8:30 a.m. – noon, at Iowa's Dairy Center in Calmar, Iowa. Iowa's Dairy Center is located just south of Calmar at 1527 Highway 150 South.

The Northeast Iowa Dairy Foundation, Northeast Iowa Community College (NICC), Iowa Farm Bureau, Iowa State University Extension and area dairy producers will be serving a wholesome breakfast including Dad's Belgian waffles, Edgewood Locker sausage and dairy products produced and processed in northeast Iowa from Country View Dairy.

Guided tram tours of the nationally- recognized Iowa's Dairy Center farm will also be provided. Children and families attending will enjoy the chance to meet some calves, visit several educational exhibits, milk a cow and watch robots milk cows. Take outs are available along with on-site parking; donations for the breakfast are appreciated.

New features at this year's Breakfast on the Farm include expanded kids' activities such as corn pools and a cow bounce-house, along with photo booth and farmers available to answer questions while you wait in the serving line. Improvements to the electrical service at the tents were generously provided by Winneshiek County Farm Bureau.

For more information, contact Megan Kregel, Iowa's Dairy Center coordinator, at (563) 534-9957, ext. 107.

To watch an event video, visit www.iowadairycenter.com.



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Manure Management Plan

New convenient option for filing annual MMP update

Beginning in January 2018, it is anticipated that the annual updates of MMPs can be filed electronically through the DNR's web site and that the annual compliance fees can be paid securely online through a confidential bank portal. This new option will affect about 5,250 of the plans filed every year and is estimated to save about \$1.5 million annually in submission costs, plus additional cost savings for counties and the DNR. The new option will not be available for the original, long-form MMPs or the NMPs filed with NPDES permits at this time as they are significantly more complex; however, there are future plans to include them. Paper forms will still be an option.

The new system will allow consultants to file the updates for their producer clients if the farm owner(s) chooses. If the annual update is submitted online, it will eliminate the need for the short-form MMPs to be hand-delivered to each county. Sixty-day advance email reminders will also be provided for the following years' submissions if the grower submits online. Other benefits of the new system is the reduction of form or calculation errors that delay approval and faster submission to meet deadlines. Actual changes to the MMP only need to be submitted to the DNR with the new soil samples and P-Index every four years, not with the annual update. "Current MMPs" will still need to be kept updated with the changes on site prior to manure application.

The vision of the submission process is that the farmer or their consultant will login with their specific user ID,

password and pin numbers for their facilities; select the farm for which the filing is being made; confirm the auto-loaded information about the farm; click a check box on what type of changes were made to the plan; identify which counties need to receive the plan; and, pay the compliance fee. Once payment is made, DNR does a quick review that it's complete and clicks an approval box. Then, an automatic email will be generated to the counties selected notifying them that the plan is available. A decision has not yet been made on whether the county emails will be batched together or sent separately.

Paper forms will still be an option for those who are more comfortable with paper. While allowing the MMP due dates to change was discussed, it is not going to be offered on this roll-out. If this new process goes smoothly and most of the plans are submitted this way in the future, the work load reduction for DNR staff might enable the dates to be synchronized for multiple sites. At this time, it is an option to be discussed for future updates. We will likely start our educational campaign once the exact roll-out date is set or when DNR sets the date for mailing out the facility pin numbers to farm owners.

PROCESS IMPROVEMENT BACKGROUND

Last December DNR held a process improvement event to work through the processes necessary to make the electronic option available. While most of the group consisted of DNR staff, a few county representatives, producers, consultants and myself were

able to participate. The Iowa Pork Producers was also able to monitor the week-long event. Summaries of the event and more information can be found here on the dedicated DNR web page: <http://tinyurl.com/lxcgl9x>. The implementation work is ongoing. Beta testing with some farmers and consultants will occur mid to late summer.

The work group agreed on a consensus basis to address the annual update MMPs, which are 75% of the filings. Concerns with the proprietary and personal information in the long-form, original MMP being available on the internet presented concerns from the agricultural representatives in attendance. Making information available to DNR, such as field locations and yields, but not on the internet, will require a future statutory change to implement. The DNR has a statutory mandate to provide electronic submission under Iowa Code § 459.302(2), so I anticipate future phases of this project to include other submissions, such as the long-form MMP and NMP.

IMMEDIATE ACTIVITIES

Changes have already been made to the short-form MMP and a proposed rule is in process to enable the electronic submission. The current paper copy form was shortened to one-page as a result of this process and are available here in Word and pdf versions.

Gene Tinker sent out a draft rule change for review which will allow the new electronic option to be available with a deadline of this Friday to

provide informal comments. If you have any concerns with the rule or questions about the project, please feel free to reach out. I'm glad to answer whatever questions I can. We are ok with the proposal as it provide an option for electronic submission and does not require the specific MMP changes to be filed electronically for the short form. If you have concerns, please let Tyler and I know. This rule will go through the regular rulemaking process and is expected to go to the EPC within the next couple of months for approval for public notice and comment.

DRAFT RULE SENT FROM GENE TINKER:

ITEM 1. Amend paragraph 65.16(3) "b" as follows:

b. The owner of a confinement feeding operation who is required to submit a manure management plan under this rule shall submit an updated manure management plan on an annual basis to the department. The updated manure management plan may be submitted by hard copy or by electronic submittal. The updated plan must reflect all amendments made during the period of time since the previous manure management plan submission.

(1) If the plan is submitted by hard copy, the submittal process shall be as follows: The owner of the animal feeding operation shall also submit the updated manure management plan on an annual basis to the board of supervisors of each county where the confinement feeding operation is located and to the board of supervisors of each county where manure from the confinement feeding operation is land-applied. If the owner of the animal

feeding operation has not previously submitted a manure management plan to the board of supervisors of each county where the confinement feeding operation is located and each county where manure is land-applied, the owner must submit a complete manure management plan to each required county. The county auditor or other county official or employee designated by the county board of supervisors may accept the updated plan on behalf of the board. The updated plan shall include documentation that the county board of supervisors or other designated county official or employee received the manure management plan update.

(2) If the plan is submitted electronically, the submittal process shall be as follows: The owner of the animal feeding operation shall submit the updated manure management plan to the department through the department's electronic web application. Once the submittal has been completed, the department shall provide electronic access of the updated manure management plan to the board of supervisors of each county where the confinement feeding operation is located and each county where manure is land-applied.

The department will stagger the dates by which the updated manure management plans are due and will notify each confinement feeding operation owner of the date on which the updated manure management plan is due. To satisfy the requirements of an updated manure management plan, an owner of a confinement feeding operation must submit one of the following:

- (1) A complete manure management plan;
- (2) A department-approved document stating that the manure management plan submitted in the prior year has not changed; or
- (3) A department-approved document identifying the types of changes made since the previous manure management plan was submitted and approved.



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Dairy Iowa Steering Committee Sets Goals for 2017

Article by Fred Hall & Kurt Wierda

The new Dairy Iowa steering committee met at the ISU Dairy in Ames, Friday, April 21, to brainstorm action items that will be the organization's focus for the next 12-18 months. The strategic planning workshop started with members answering the question:

What is the biggest impediment to the success of your business (element of the Iowa dairy industry) today, and what is the most important thing Dairy Iowa and do in the next 12-18 months to assist you in addressing and transforming the issue from a potential crisis to a manageable change in operations?

Issues ranged from the need for additional processing capacity, labor and the better use of social media to tell our story, to generational transfer of farms.

The discussion resulted in three action items with complete support and will be meaningful to the dairymen of Iowa:

- Telling Iowa's dairy story with social media training focusing on using Facebook, Facebook Live, Twitter, YouTube videos and other methods;
- Conducting a comparison of economic benefits to processors building/expanding in Iowa compared to the rest of the Midwest plus the states of Michigan, Ohio, and Indiana;
- Conducting business planning educational programs.

The committee members then discussed who could bring the right "skills" to the table for each working group enabling the development of the action item from a concept to a reality. Chairmen and members were identified for each working group and will be called into action as soon as possible.

The newly elected Dairy Iowa Chairman Kurt Wierda, manager of Plymouth Dairy in Le Mars, brings a wealth of knowledge and experience to the position and will not hesitate to "think outside the box" for Iowa's dairy industry. His first

task is to contact the working group members and outline the reasoning and expectations for the action items they are responsible for developing.

The committee also discussed a SWOT (strengths, weaknesses, opportunities and threats analysis) or PEST (political, economic, social and technological analysis) program later this year. This type of analysis would help the steering committee better understand the strengths and weaknesses of the organization and then focus on

best utilizing the resources of the membership as they make long term plans.

In the discussion of the June 8 combined meetings of Iowa Division of MDA and Dairy Iowa, the keynote speaker will be Kevin Murphy. Kevin will talk about how activists have surrounded agriculture, are applying a convergence model of communication, and, swaying public opinion even in rural America. This culminates with what farmers and those arrayed on agriculture's side must do to effectively respond.

There will also be the traditional "producer panel." This producer panel will give you the opportunity to learn what other dairy producers are doing with technology to save on labor and provide more value to their operations.

In addition, the presentations of youth awards, Ralph Keeling award, and interactive session with updates from agencies and associations working for dairy farmers across Iowa and roundtable discussions.

We hope to see you all at the Dairy Iowa Annual Meeting

on June 8th. Registration will start at 9:30 a.m. and the meeting will conclude at 3 p.m. The meeting will be held in Independence, Iowa at the Heartland Acres Agribition Center.

“ We hope to see you all at the Dairy Iowa Annual Meeting on June 8th. Registration will start at 9:30 a.m. and the meeting will conclude at 3 p.m. ”

The DAIRY PRIDE Act *Sponsored by Senator Tammy Baldwin*

Defending Against Imitations and Replacements of Yogurt, Milk, and Cheese to Promote Regular Intake of Dairy Everyday Act

Bill would protect the integrity of dairy products by enforcing existing labeling requirements.

Would require that non-dairy products made from nuts, seeds, plants, and algae no longer be confusingly labeled with dairy terms like milk, yogurt, and cheese.

WHY IS THIS BILL IMPORTANT?

Dairy products are an important part of a healthy diet for both children and adults. The 2015 Dietary Guidelines for Americans, published by the U.S. Department of Health and Human Services and the U.S. Department of Agriculture, found that most Americans are not meeting recommended intake for the dairy food group.

Consumers know that dairy products provide key nutrients necessary for healthy child development and for adult health. However, the labeling of plant-based alternatives as “milk” conveys a nutritional equivalency that is not accurate. The trend in mislabeling is expanding each year, and needs to be corrected.

WHAT IS THE CURRENT STATUS OF LABELING REQUIREMENTS?

Current Food and Drug Administration (FDA) regulations define dairy products as being from dairy animals. Though existing federal regulation is clear on this subject, the FDA has not enforced to ensure accurate labeling and the incorrect use of the terms “milk,” “yogurt,” and “cheese” have increased rapidly.

This hurts dairy farmers that work tirelessly to ensure their dairy products meet FDA standards and provide the public with nutritious food. It has also led to the proliferation of mislabeled plant-based alternative products that contain a range of ingredients and nutrients that are often not equivalent to the nutrition content of dairy products.

WHAT WOULD THE BILL DO?

This bill would protect the integrity of milk by requiring foods that make an inaccurate claim about milk contents to be considered “misbranded” and subject to enforcement. The DAIRY PRIDE Act would require the FDA to issue guidance for nationwide

“ The Iowa state dairy Association would encourage you to **contact your senators and congressmen regarding the Dairy Pride Act.** ”

enforcement of mislabeled imitation dairy products within 90 days and require the FDA to report to Congress two years after enactment to hold the agency accountable for this update in their enforcement obligations.

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New Extension Dairy Specialist In Northwest Iowa

A former Chickasaw County Extension Agent returned to Iowa in January to fill the North West Iowa Dairy Specialist position. "I'm coming home to Iowa and dairying" says Fred M. Hall.

Hall was raised on a dairy farm near Fort Dodge, showed Holsteins through his 4-H career, graduated in Dairy Science from Iowa State University and was a familiar face at dairy shows across the Midwest as a photographer and cattle fitter.

He served as the Chickasaw County Extension Director for Iowa State University Extension from 2005 to July of 2009, when Extension agent

positions were eliminated as a cost cutting effort in Iowa Extension.

Hall then migrated to Texas and served as the County Agricultural Agent in Wichita County from 2009 to 2013 and Williamson County from 2013 to 2015 before accepting that position in the Tarrant County at Fort Worth. In Texas, he has served on regional livestock and livestock mentoring program development committees, Earth-Kind Living Development Committee, 4-H Photography publication committee and the district dairy judging, horse show and shooting sports committees plus served on the originating board

of the Texas Master Bee Keeper certification program. In addition, he served on the Central Texas Animal Issues Committee (RAIC), several FFA advisory boards and the research animal treatment review board for Midwestern State University. Currently Hall contributes to the extension dairy, bee and horticulture programs.

Hall will work closely with dairymen in developing more processing capability and enterprise financing plus dairy youth programming. "Over the years I have specialized in non-traditional programs that met the needs of citizens, from resource management and disaster response to new enterprise development; with every program driven by the needs of producers," remarked Hall.

Hall is married to Sharon Lee Hall and they have two sons. Conor is a graduate of Iowa State University, served in the U.S. Marine Corps and is currently in law school at the University of Iowa. Cameron is a graduate of Iowa State University in Global Resource Systems and is currently the manager of the Poultry Research Farm at Iowa State University.

Hall joins other Iowa State University Extension and Outreach Dairy specialists including:

Jennifer Bentley in Decorah
(563) 382-2949

Hugo Ramirez in Ames
(515) 294-5517

Leo Timms in Ames
(515) 290-7190

Larry Tranel in Dubuque
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Western Iowa Dairy Alliance (WIDA)

Ten years ago, Western Iowa Dairy Alliance (WIDA) formed with the purpose of providing a voice for western Iowa dairy producers. Today, WIDA's mission is to support its farm families, advocate for this essential industry, engage with consumers, and help build the next generation of leaders. WIDA represents about 35 dairy farm and heifer-and-calf raising families and 70 industry partners.

It is hard to believe 10 years have already gone by, but they have been very productive and successful years for WIDA. We've had nine open house events, hosted four dairy days at the clay county fair, donated dairy products to numerous schools and community organizations and events, and increased partnerships to amplify our voice in educational and legislative arenas. We have grown from 44 producer and industry members to more than 110

producer and industry members in 2017. Our members are the backbone of the organization, and without their help, WIDA would not be where it is today.

WIDA will continue to work hard to serve its members each and every year, and we are excited to see what the next 10 years has in store. We already have numerous events and activities planned for 2017, including our June Dairy Month Open House. This year's open house will take place at Summit Dairy, near Primghar, Iowa, Wednesday, June 28, from 4-7:00 p.m. We are excited for our open house event, and we forward to making 2017 another successful year.

If you have any questions about Western Iowa Dairy Alliance, please contact Jenna Riediger at 712-441-5308 or info@wiadairy.com.

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2017 Session Wrap-Up

by Jill Altringer

The 87th Iowa general assembly ended April 22, six days prior to its original faced controversial pieces of legislation and there were hard votes for democrats who didn't have enough members to stand in the way of conservative priorities. With a trifecta of Republican House, Senate, and Governor leadership, more than 200 bills passed in the Iowa House this year, many of which contained Republican wish list items. Republicans praised the Legislature for enacting a business friendly agenda, and the Democrats denounced the session as hostile to Iowans.

While the legislature didn't reinstate the death penalty, increase interstate speed, raise the minimum wage, ban traffic cameras, repeal the bottle bill,

enhance biking safety, bar protestors from blocking major highways, require the use of E-Verify, expand the penalties for animal abuse, tax reform, address Iowa County Assessors, nor dismantle Des Moines Water Works, etc.; the list of issues they did tackle is long. Passing bills included: legalizing fireworks in Iowa, expanding gun legislation to authorize "stand your ground," restricting planned parenthood funding and banning abortions after 20 weeks, reforming collective bargaining, voter ID requirements, preempting local minimum wage, texting while driving, revamping workers compensation, caps on medical malpractice damages, school funding flexibility, and "right to farm" protections in nuisance lawsuits, to name a few. Protestors and rallies

were common at the Capitol this year and the noise level rarely met OSHA standards.

Bills of Interests: **RIGHT TO FARM**

Introduced by Iowa Pork Producers, addresses recent Iowa nuisance lawsuit attempts brought against farmers. The changes don't restrict the filing of lawsuits, but instead offer reasonable expectation for all parties to a suit by limiting damages in cases filed against livestock producers. It included provisions to encourage prudent management practices and establishes maximum compensatory damages.

"This bill is about protecting the little guys," said Sen. Dan Zumbach, R-Ryan, a grain farmer in northeast Iowa. "This

bill has nothing to do about defending the indefensible. It is a great piece of legislation about making rural Iowa thrive."

STAND YOUR GROUND

The legislators passed gun right legislation allowing Iowans to use deadly force if they believe their life is threatened. The bill also allows permit-carrying Iowans to carry guns in public places, including the Capitol, and children under 14 to learn how to shoot handguns with supervision of a parent.

MINIMUM WAGE

In response to a few counties in Iowa enacting their own minimum wage, the state acted and took away the ability

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of counties to set minimum wages higher than the statewide policy. Businesses contended the legislation will provide employers with uniformity by assuring the same minimum wage statewide. The Republicans also resisted efforts to raise the minimum wage from the current \$7.25 per hour, established in 2008.

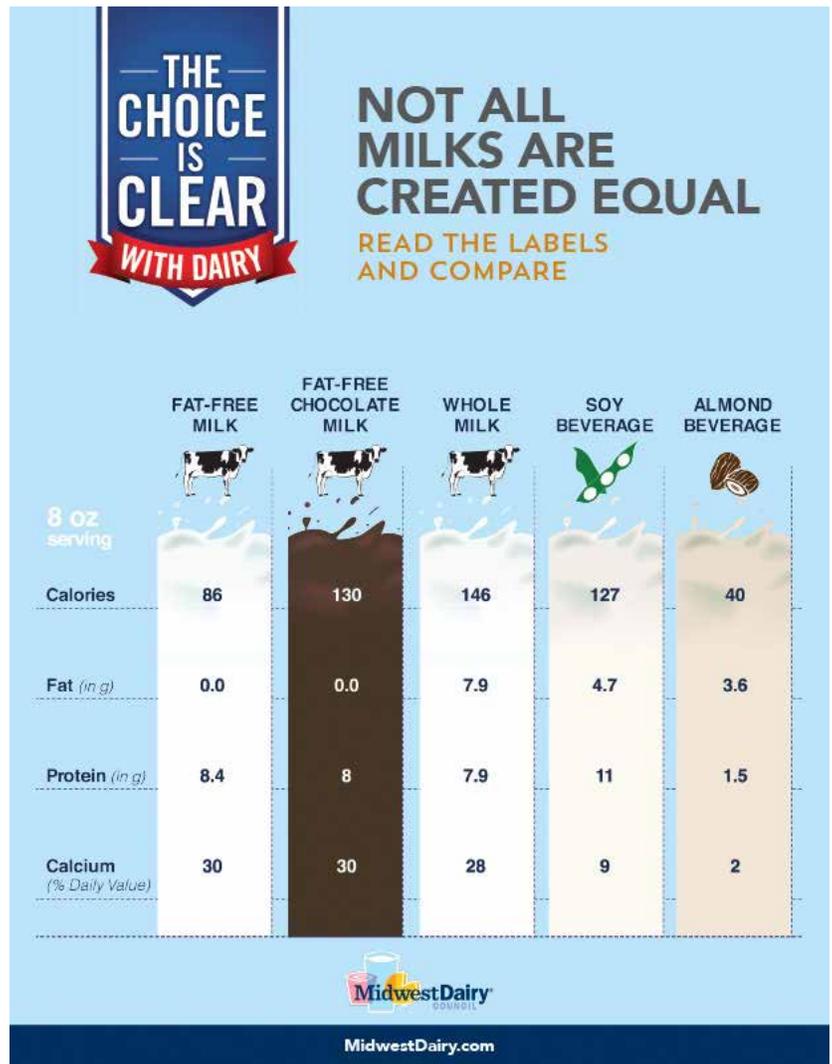
WATER QUALITY

Three major water quality proposals were introduced. The Senate version mirrored the bill passed by the House last year, and predominately increased state funding to clean up Iowa's waters through the cost share programs currently available. The House bill was an expansion of last year's bill that included a more detailed framework for water quality funding, and a watershed approach along with a state revolving loan fund financing option. The third proposal was a revenue neutral iWill bill, that raised the sales tax three-eighths of a cent while reducing income tax by the same amount.

Adequate funding was an issue with all three proposals due to the tight state budget. Even the revenue neutral bill couldn't gain traction because the money wasn't available to make a reduction to income tax. The Senate passed their legislation with all Senate Republicans and two Democrats voting for the bill. The next day the House passed its own version of water quality funding legislation with large bi-partisan support of 57 Republicans and 22 Democrats.

In the end, neither chamber accepted the other chamber's water quality bill, and with no compromise possible in the last hours of session, both bills died. Water quality will continue to be a top priority issue in 2018.

For a complete wrap-up on all proposed bills of interest from this session, visit lowadairy.com.



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Join us June 8th
in Independence.

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2017 Iowa State Dairy Association Membership Form

PRODUCER MEMBERSHIP: \$50/YR

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ASSOCIATE MEMBERSHIP: \$25/YR

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ISDA Objectives: Seek to unite the members of a diversified industry into a purposeful organization* Provide leadership for the Iowa dairy industry* Develop programs to motivate and encourage dairy youth within the industry* Recognize dairy leaders in the state of Iowa* Promote dairy farmers and the dairy industry in Iowa* Representation at meetings impacting the dairy industry* Monitor and influence regulatory issues in Iowa * Act as a primary contact for the dairy industry in Iowa, dedicated to the service of its membership* Organize activities, initiatives and coordinate information for the Iowa dairy industry* Join us today!