



ISDA NEWS

Executive Director Report

Strengthening Iowa's Dairy Industry for the Future



The Iowa State Dairy Association (ISDA) will hold its Annual Meeting December 5-6, 2018 at the

Quality Inn & Suites, 2601 E. 13th Street, Ames. All ISDA members are invited to attend, along with anyone interested in dairy who wishes to explore opportunities for becoming a member.

This year's meeting will kick off on December 5th with an educational session put on by Matt Lange with Compeer Financial. In this session, Lange will review the strategies and tactics some dairy businesses are implementing and executing to place themselves in the top 25% of operations based on net income.

Attendees will get to review performance metrics that they can take back home to evaluate on their

own operations to help benchmark against.

The keynote speaker on December 6th will be Secretary Tom Vilsack, President and CEO of the United States Dairy Export Council. Secretary Vilsack will give remarks on U.S. Trade relations and gaining the next 5% of dairy exports.

Additional speakers will include Iowa Secretary of Agriculture Mike Naig and ISU Director, Food Supply Veterinary Medicine Dr. Pat Gordon.

The business meeting on December 6th includes ISDA's officer reports and activity updates. In addition, changes to ISDA policy will be discussed and voted on by the ISDA voting delegates.

Lunch is included and there is no cost to attend. A detailed agenda, registration details, current ISDA policy, and weather-related meeting status notifications can be viewed at www.iowadairy.org/registration.

continued on page 2 →

UPCOMING EVENTS

DECEMBER 5-6, 2018

ISDA Annual Meeting
Quality Inn & Suites, Ames, IA

2019 DAIRY DAYS

Hosted by ISU Extension and Outreach. *See Page 7 for info.*

- **Riceville, Monday, Jan. 21**
Windy Tree Café, 101 E. Main St.
- **Fayette, Tuesday, Jan. 22**
Fayette County ISU Extension and Outreach Office, 402 E. North St.
- **Waverly, Wednesday, Jan. 23**
Civic Center, 200 1st St. NE
- **Bloomfield, Monday, Feb. 4**
Davis County ISU Extension and Outreach Office, 402 E. North St.
- **Kalona, Tuesday, Feb. 5**
Chamber of Commerce, 514 B. Ave.
- **Holy Cross, Wednesday, Feb. 6**
Neumann's Bar & Grill, 927 Main St.
- **Ryan, Thursday, Feb. 7**
River Valley Coop, 605 Franklin St.

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JOIN US!

The ISDA Annual Meeting will be held Dec. 5-6, 2018 at the Quality Inn & Suites in Ames.

Registration is **FREE** for producer members and their employees. Don't delay...register today at www.iowadairy.org/registration

Executive Director Report (cont.)

With about 1,200 dairy herds and over 220,000 dairy cows in Iowa, the dairy industry is vital to Iowa's economy and rural communities. ISDA understands the importance of our producers, and we are committed to bringing you value for your membership.

To acknowledge the difficult agricultural economy in Iowa, ISDA is waiving the membership fee for producers for 2019. You will automatically be added as a member unless you choose to opt out. ISDA will review reinstating the membership fee in 2019 for the

2020 membership year. Please take this opportunity to submit your information to ISDA so you receive all the benefits.

A membership form can be found on the back page of this newsletter. You can also visit our website at www.iowadairy.org to fill out an online membership form.

We look forward to partnering with you in 2019 as we strengthen Iowa's Dairy Industry for the Future!

Mitch Schulte
Executive Director

President's Report

Opportunities Ahead for Iowa Dairy Farmers



Nancy & Larry Shover

While our shop and barn were burning the night of April 10, a reporter asked me if we were going to rebuild. I replied, "I don't know." Today, as I write this nearly six months later, I still don't know. Our summer has been dominated by cleanup from the fire, working with

the insurance company, operating the farm during the planting and growing season, and managing the herd. Family, church, community and dairy meetings have taken additional time – time well spent.

Coping with the loss of our shop and barn gave us a new appreciation for how nice they were. The loss of equipment and trying to replace it in a cost-effective manner added another level of stress. These last four years have been difficult for dairy farmers around the world. Each part of the global supply

continued on page 3 →

President's Report (cont.)

seems to have added to the supply/demand imbalance during that time. Considering all the world's hungry people, it is tragic that a small percentage of surplus can disrupt markets and drive farm prices down to unprofitable levels.

In the United States, new programs have been suggested to better balance supply and demand and enhance revenue; they are needed. I believe that such programs need to be national in scope, perhaps through a revenue insurance program. For example, such a program could incentivize the premium on the first five million pounds of production, effectively raising the price received on those pounds. If production could be slowed to that of demand growth, every pound of milk would be worth more.

This has been a long down cycle. These last years have seen a decline in almost all farm prices. When our farm prices were moving upward, our farm input costs were quick to respond and catch up. As our prices have declined, suppliers have not been so eager to participate in the price changes. Lower farm prices combined with higher cost inputs have resulted in very low or negative margins, even eating away at equity. Considering these margin factors, the lack of a next generation to carry forward, lifestyle concerns, and labor concerns, the pace of good dairy farmers leaving the business has sped up. With the loss of each family, we are losing part of our industry's strength and vitality.

I have been a longtime supporter of dairy promotion and research. There is still much potential to increase consumption of nature's most nearly perfect food. New products and

packaging can appeal to our dairy-deficient people that generally lack knowledge of all that dairy offers. Still, we need to somehow address the too-rapidly expanding supply, or we will continue to endure low prices.

Labor concerns have also been a limiting factor in herd expansion and business continuity in Iowa. On the current path, as this labor problem



“There is still much potential to increase consumption of nature's most nearly perfect food. New products and packaging can appeal to our dairy-deficient people that generally lack knowledge of all that dairy offers.”

is magnified, labor, combined with environmental concerns, may be the factor that slows expansion in the very large herds. However, in our country and worldwide, there are some positive signs. In the United States, production growth is slowing, exports are growing, trade deals are progressing, and public perception of milkfat and dairy is improving.

Significant parts of the EU and Australia are suffering from severe drought. Other countries face political and transportation problems that limit their competitiveness. There is a good future for the Iowa

dairy industry: 1) available feed and water 2) good, innovative, hard-working people 3) increasing awareness of dairy's value to our economy, communities and social structure, and a growing concern for the need for more processing capacity—perhaps for niche, value-added products. This would increase the demand for our milk and lower hauling costs to plants.

With concerns about the welfare of our dairy farm families and the need to work together as much as possible, your ISDA board and staff are working to make your ISDA membership easier and more valuable. Please make an effort to participate in our upcoming annual meeting. Thanks to our staff and board for their work and dedication.

In evaluating our situation, people that have left the dairy business have assured me that there is life after dairying. I am sure that they are right. This year's lessons have reinforced my belief that the best part of life is not what we do, how much land we farm, or how many cows we milk; the best part is the people in our lives and the blessings from our interactions with them.

Being able to enjoy these blessings while continuing to work with beautiful animals and using the land's bounty to help feed a hungry world is truly ice cream on the cake!

As we move ahead, let us pray for and support each other in our decision-making and efforts.

Sincerely,

A handwritten signature in dark ink that reads "Larry R. Shover".

Larry Shover
President

FREE RESOURCES FOR DAIRY FARMERS

Producer Service Center

Midwest Dairy offers free resources to help you bring dairy to life.

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- Tour Resources
- Novelty Items

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ISDA Annual Meeting Agenda

WEDNESDAY, DECEMBER 5, 2018 – THURSDAY, DECEMBER 6, 2018

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Wednesday, December 5, 2018

3:00 PM Education – Ballroom AB

- Matt Lange, Compeer Financial

“Becoming a Top 25% Dairy Business: Strategies and Tactics for Success”

Why is it that some dairy operations make money and others don't? What are they doing differently? In this training, Matt Lange will review the strategies and tactics some dairy businesses are implementing and executing to place themselves in the top 25% of operations based on net income. Utilizing Compeer Financials benchmark of 100,000 cows throughout the Midwest, attendees will get to see first-hand what separates these dairy businesses. Additionally, attendees will get to review performance metrics that they can take back home to evaluate on their own operations to help benchmark against.

5:00 PM Policy Meeting – Ballroom AB

6:00 PM Meeting adjourn for the day – Ballroom CD

- Dinner on own.

Thursday, December 6, 2018

8:00-9:00 AM Tour of Veterinary Diagnostic Lab

- Meet in the Lobby of the Quality Inn & Suites at 7:30AM

10:00 AM Iowa Agriculture Industry Update – Ballroom AB

- Mike Naig, Secretary of Agriculture

10:45-11:00 AM Midwest Dairy Update

- Jenna Finch, Farmer Relation Manager

11:00 AM-Noon Keynote Speaker

- Secretary Tom Vilsack, President and CEO of the United States Dairy Export Council, gives remarks on U.S. Trade relations and gaining the next 5% of dairy exports.

12:00-12:30 PM Lunch – Ballroom CD

- Sponsored by Midwest Dairy

12:30-1:00 PM ISU Dairy Research Update – Ballroom AB

- Dr. Pat Gordon, ISU Director, Food Supply Veterinary Medicine

1:00 PM Annual Business Meeting (**delegates required**) – Ballroom AB

- Call to Order
- Roll Call
- Minutes
- Financial Statement
- President's Report
- Executive Director Report
- Legislative Update
- Elections
- 2018 Policy Statements
- Other Business

Meeting Adjourn – Ballroom AB

Brief 2018 ISDA Board Meeting to elect officers and set upcoming meetings held directly after annual meeting.

Dairy Experience Forum and New Podcast Provide Insights on Today's Consumer to Build Dairy Demand

Farmer leaders and industry experts gathered this summer to attend the inaugural Dairy Experience Forum held in Minneapolis. At the event, co-sponsored by Midwest Dairy, attendees gained valuable insights on how to better meet the needs of today's consumers with the goal of giving them a better dairy experience and driving overall demand for dairy foods.

The forum kicked off with a focus group where consumers shared their perceptions of food and dairy and how their personal values impact their purchasing decisions. The panel shed light on the challenges they face when making purchases, and their comments drove home the opportunity for the dairy industry to get more involved in the conversation

by sharing their on-farm stories about how dairy is produced, and highlighting how dairy foods deliver taste, nutrition and versatility and can fit into different lifestyles.

Mike Lee, food designer and founder of Alpha Food Labs and The Future Market, shared that the food industry is no longer about supply but demand. Michael Dykes, CEO of International Dairy Foods Association, Brad Gruen, Vice President of marketing from fairlife and Chad Vincent, CEO of Dairy Farmers of Wisconsin, discussed that in today's culture of choice, there is an opportunity for the dairy industry to better understand the consumer and connect on the values they share with farmers.

In conjunction with the Dairy Experience Forum, Midwest Dairy

introduced a podcast series, Dairy on the Air. Hosted by Midwest Dairy CEO Lucas Lentsch, each episode features a discussion with dairy farmers, industry experts and others about trends impacting the dairy industry. The first two episodes capture insightful conversation with two dairy farmers who attended the forum. You can download the podcasts from iTunes or Stitcher or listen on MidwestDairy.com.

For more event takeaways, visit MidwestDairy.com where you'll find resources in the Changing Consumer toolkit.

And mark your calendars! The 2019 Dairy Experience Forum will take place July 16-18 at RiverCentre in St. Paul, Minnesota.



Dairy on the Air – A Podcast for All Things Dairy

In September, Midwest Dairy launched Dairy on the Air, a new podcast featuring relevant conversations about issues and trends impacting the dairy industry.

Hosted by Midwest Dairy CEO, Lucas Lentsch, Dairy on the Air is a series of 20-30-minute episodes featuring engaging conversations with dairy farmers, industry experts and others about a variety of topics. Throughout each episode, you will hear interesting insights on how Midwest Dairy is delivering on farmer investment into checkoff by working with and through partners to bring dairy to life.

Listen to Dairy on the Air in the barn, your vehicle or tractor, from your smart speaker, such as Alexa or Google Home, using podcast platforms, such as iTunes, Stitcher or TuneIn. You can also tune in on your desktop computer at MidwestDairy.com.



Managing Stress Starts with Positive Connections Archived Webinars Available

Farming is often listed as one of the most stressful occupations in the United States. This is particularly true for dairy farmers as they experience an extended period of low milk prices.

To help dairy farmers deal with stress, Iowa State University Extension and Outreach hosted a series of three webinars that discussed:

- **Recognizing and Managing Stress in Dairy Farmers**
- **Do You Know Your Cost of Production and Where is the Dairy Industry Headed?**
- **Making Production Decisions During Challenging Times**

These webinars are available to be viewed through the Four-State Dairy Nutrition & Management Conference

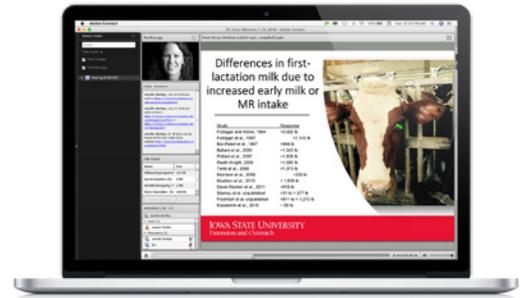
website at www.fourstatedairy.org/webinars.html The webinars were presented and sponsored by dairy extension specialists from Iowa State Extension and Outreach, University of Illinois, University of Wisconsin and University of Minnesota.

What Do You Tell the Kids?

Another great archived webinar dealing with farm stress and offering tips on what to tell kids is available on the dairy team website at: <https://connect.extension.iastate.edu/>

Dairy producers looking for more information can contact ISU Extension and Outreach Dairy Field Specialists:

- **Larry Tranel** tranel@iastate.edu or 563-583-6496,



- **Jenn Bentley** jbentley@iastate.edu or 563-382-2949, or
- **Fred Hall** fredhall@iastate.edu or 712-737-4230.

The toll-free Iowa Concern Hotline at 800-447-1985 is available for:

- **Stress** – available 24 hours/day and 7 days per week
- **Crisis** – Free and Confidential
- **Legal Education** – Dial 711 or TTY/TTD;
- **Financial Concerns** – Email iowaconcern@iastate.edu

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2019 Dairy Days Agenda

See front cover for dates and locations

Registration – 9:30 a.m.
Program Start – 10:00 a.m.

Early Season Crop Scouting for Corn & Alfalfa
 Brian Lang or Rebecca Vittetoe, ISUEO
 Agronomist

Silage Inoculants – What They Do & Why Needed
 Dr. Hugo Ramirez, ISUEO Dairy Specialist

Robotic Milking Update – Management & Economics
 Larry Tranel, ISUEO Dairy Field Specialist

— LUNCH —

Hygiene – How Clean is Your Calf Kitchen?
 Jenn Bentley, ISUEO Dairy Field Specialist

Heifer Economics – How & Should We Raise Them
 Leo Timms, ISUEO Dairy Specialist
 or Field Specialist

A \$15 registration fee covers the noon meal and proceedings costs. Pre-registration is requested by the Friday before each event to reserve a meal. For more information, contact your ISU Extension and Outreach county office or your dairy specialist.

Western Iowa Dairy Alliance (WIDA) Update

Working Together, Taking A Stand, and Partnering for Progress

WIDA is currently wrapping up its 2018 fiscal year, and planning has begun for 2019. Our June Dairy month activities were well attended with the Dairy Open House held at Summit Farm having nearly 1,000 people in attendance.

The Metzger Family did a great job of hosting the Open House with the last-minute changes due to large amounts of rain and flooding in the area days prior. Dairy Day at the Children's Museum in Sioux City also had great attendance. Nearly 300 children and parents attended the event participating in games, interacting with baby calves and being treated with a scoop of ice cream!

Most recently WIDA hosted Iowa Dairy Day at the Clay County Fair in Spencer. Nearly 180 students partook in ISU Extension and Outreach's



Dairy Day at the Clay County Fair

Ag Citing Program visiting with volunteers learning about dairy products, feed ingredients for cows, and participating in educational games related to dairy.

WIDA also interacted with hundreds of fairgoers about the dairy industry and the importance of dairy nutrition. Fairgoers were also treated

to samples of cheese curds, courtesy of AMPI, and lactose-free milk, courtesy of Hiland Dairy.

These outreach efforts to consumers are vital to telling our dairy story. Over the next year, WIDA has a large list of programs and events working to educate consumers about on-farm practices and on the importance of dairy nutrition. The Western Iowa Dairy Alliance motto is *Working Together, Taking A Stand, and Partnering for Progress*. It is because of our relationships and partnerships with our industry members, ISDA, Midwest Dairy, and other organizations across the region that WIDA is so successful.

WIDA is currently forming partnerships with local libraries throughout the region, to interact with our youth showcasing the importance of dairy and agriculture in Iowa by bringing Dairy to Life!

By working with our partners, WIDA can continue to have an impact on the dairy industry. As we progress into the next year, WIDA is excited to continue interacting with consumers, encouraging the consumption of dairy products, and recognizing the importance of sharing our story. Our members are the backbone of this organization and without the help of our members, WIDA would not be able to accomplish our mission.

WIDA will continue to work hard to serve its members each and every year and will continue to search for ways to better serve our members.

If you wish to learn more about Western Iowa Dairy Alliance, please contact Scott Schroeder at 712-441-5308, visit us online at wiadairy.com, or email us at info@wiadairy.com.



Iowa Beef Industry Council BQA Producer Awards

Beef Quality Assurance (BQA) does more than just help beef and dairy producers capture more value from their market cattle: BQA also reflects a positive public image and instills consumer confidence in the beef from these industries.

When producers implement the best management practices of a BQA program, they assure their market steers, heifers, cows, and bulls are the best they can be. Today, the stakes are even higher because of increased public attention on animal welfare.

BQA is valuable to all beef and dairy producers because it:

- Demonstrates commitment to food safety and quality.
- Safeguards the public image of the dairy industry.
- Upholds consumer confidence in valuable beef products.
- Improves sale value of marketed beef cattle.

- Enhances herd profitability through better management.

Beef Checkoff supported BQA programs bring it all together. While the BQA Manual provides a framework for program consistency, the states still determine the best programs for their producers.

The Iowa Beef Quality Assurance (BQA) Producer Awards recognize outstanding members of the beef industry in the categories of: Cow-Calf, Feedyard, Dairy, and Marketer. By focusing attention on daily production practices that influence the safety and quality of beef through the use of science, research and education initiative, the BQA program strives to maximize consumer confidence in and acceptance of beef.

The Iowa BQA Cow-Calf, Feedyard, Dairy, and Marketer Award recipient is selected annually by a committee of representatives from universities, state beef council and

affiliated groups of the beef industry. Nominations may be submitted by any organization, group or individual on behalf of an Iowa beef producer. Please take this opportunity to nominate an individual that assist the beef industry present a positive story about cattlemen's contributions to the BQA Program.

Any individual, group, or organization is eligible to nominate one individual/operation who raises or feeds cattle. Individuals and families may not nominate themselves, however, nominees may be involved in the preparation of the application. Past nominees are encouraged to submit their application under the new nomination structure. Previous winners may not reapply.

Nomination and Selection Process

The applications will be judged on the following criteria:

- BQA Practices, Accomplishments and Goals
- Relevant local, regional, and national BQA leadership that improves the BQA program and consumer perception of beef and the beef and dairy industries.
- Endorsements from industry organizations, leaders, and/or other key BQA stakeholders.
- Effectiveness in promoting and implementing BQA

Additional information on the Iowa BQA Awards program should be addressed to Rusty Gibbs, Iowa BQA Coordinator: rusty@iabees.org or visit www.iabees.org or www.bqa.org.

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Northeast Iowa Dairy Foundation News

Giving Thanks and Fulfilling Our Mission to Enhance and Grow the Dairy Industry

In light Thanksgiving, I'd like to take a minute to reflect on all of our blessings from the past year. There have been lots of exciting, new changes here at the Northeast Iowa Dairy Foundation. Recently, we've had new staff join the dairy management team as Amy Baumler and Jodie Mumm have been hired as Assistant Herdpersons. Together, joining the team of Gary Lien and Jon Meyer, these four have been working hard to fulfill the Foundation's mission to enhance and grow the dairy industry through education, demonstration, and research.

Iowa's Dairy Center was an integral part of people's summer plans as we welcomed tour groups from across the country (and even world!). We enjoyed hosting United States Senator Joni Ernst, Iowa Governor Kim Reynolds and Iowa Secretary of Agriculture Mike Naig to the Dairy Center. There, we shared the

importance and impact dairy has on the state of Iowa. In June, we hosted the 9th annual Breakfast on the Farm where a record 1,500 people enjoyed a fun-filled morning on the farm. Finally, our reach expands outside of the United States as we welcomed visitors from a dozen countries including Australia, Brazil and Ukraine, just to name a few.

We've been focusing on continuing to provide producer education in many forms. Our annual Midwest Dairy Day is set for Thursday, December 6 at Iowa's Dairy Center. This year's event will provide an array of sessions on advanced calving, including a unique opportunity for a hands-on experience with a life-sized cow model. We also hosted a bus trip to World Dairy Expo and are in the works of putting together a dairy tour for spring.

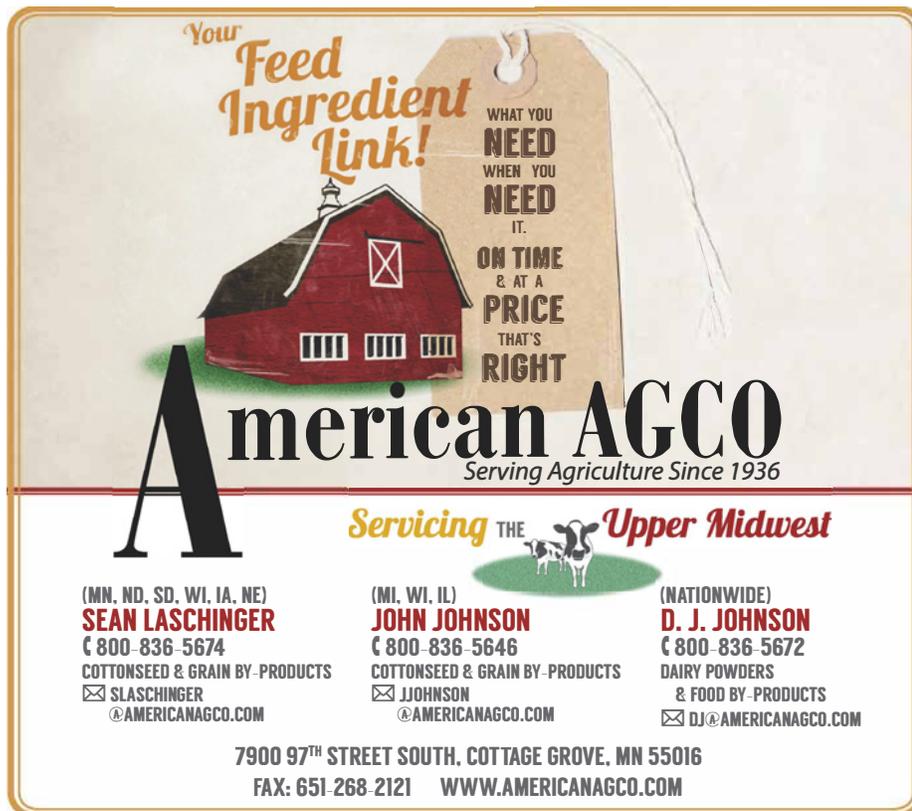
NICC students are in the midst of

their fall semester. This year, we welcomed 18 new dairy students from across the country, ranging from Washington to Pennsylvania and anywhere in between. The students have had an eventful fall as they played an integral part in the Tri-State Dairy Expo preparing all the dairy judging classes, as well as being successful dairy judges themselves at contests at the World Dairy Expo. The team consisting of Jacob Hornberg, Hayley Jackson, and Derek Utecht placed fourth out of a competitive 17 teams at World Dairy Expo. From the classroom to extracurricular activities, we could not be more proud of the accomplishments of our students.

Finally, the Dairy Foundation recently moved to a monthly E-Newsletter, allowing more efficient and effective communication with dairy farmer members, industry partners, and NICC alumni. If you are interested in staying up-to-date with Dairy Foundation news and happenings, sign up by emailing me at schmittma@nicc.edu. For more information about the Northeast Iowa Dairy Foundation and the programs offered, visit www.iowadairycenter.com.

This Thanksgiving we are thankful for the support from dairy producers and industry members that help us fulfil our mission. On behalf of the Northeast Iowa Dairy Foundation, we wish you and your families a Happy Thanksgiving and a wonderful holiday season!

Mariah Schmitt, Coordinator
Northeast Iowa Dairy Foundation



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2019 Iowa State Dairy Association Membership Form

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ASSOCIATE MEMBERSHIP:
\$25/YEAR
Available to any individual not actively dairy farming but has interest in the Iowa dairy industry.

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I wish to opt out of the ISDA Producer Membership. I understand that by checking this box I opt out and will lose the right to the benefits provided by the ISDA.



You can also visit the ISDA website at www.iowadairy.org to fill out an online membership form. Please make Associate Membership checks payable to the Iowa State Dairy Association. For 2019, the ISDA Producer Membership fee will be waived in recognition of the financial restraints in the agricultural industry in Iowa. In 2019, we will review reinstating membership fees for the 2020 calendar year.

While membership dues to the Iowa State Dairy Association are not tax deductible as charitable contributions for federal income tax purposes, a portion may be tax deductible as ordinary and necessary business expenses. However, the portion of membership dues that represent nondeductible lobbying activities of Iowa State Dairy Association is not tax deductible. The nondeductible portion of your dues is 30%. **Please return dues and membership form to: ISDA Accounting Office, 2015 Rice Street, St. Paul, MN 55113.**