



ISDA NEWS

President's Report

Weathering the Storm



Larry & Nancy Shover

After four stressful years in dairy that hastened the exit of many families from the dairy business, we were hopeful for an improved 2020.

Then, COVID-19 came. Fears of this virus were magnified because we knew so little about this great unknown. We are learning more about the virus, including treatments and vaccines on the near horizon that should help lessen its impact as we go forward. Additionally, parts of Iowa were greatly harmed by the Derecho. Several dairy farms in its path suffered severe destruction. We send our concern and prayers to those families.

The shutdown of our economy

caused a roller-coaster ride of shortages/surpluses/disruptions in our supply chains and marketing channels that still continue.

Government payments have helped soften the worst effects, but, like most governmental programs, they have been hard to evenly distribute and greatly added to our national debt.

The Dairy Margin Coverage (DMC) program has been helpful for those farms enrolled. The 2021 enrollment for DMC is now open at local USDA offices. Other programs such as the Dairy Revenue Protection program (DRP) can help put a relatively inexpensive floor under the blend price.

Dairy has been important in supplying the Food Box and school meal programs in feeding our people. These programs have also moved much product through the system. I recently was reminded that

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SAVE THE DATE!

December 4, 2020

9:00 a.m. to 3:00 p.m.

Virtual Conference

ISDA Annual Meeting

Join us online! Hear from dairy industry experts, interact with fellow farmers and prepare for the future by attending the ISDA Virtual Annual Meeting!



ISDA 2020 VIRTUAL ANNUAL MEETING

Advance Registration Required
www.iowadairy.org/registration

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President's Report (cont.)

a person with a full stomach has many problems and concerns, while a person with an empty stomach has only one (hunger).

We can all be encouraged by ongoing innovation in the dairy case that can help build and sustain demand for our milk. It seems the worldwide supply/demand situation is coming into more balance. Hopefully, that will bring a more prolonged price raise.

Some adjustments to the Federal Order System are being considered by the National Milk Producers Federation. Iowa still needs more processing to increase demand for our milk, save hauling costs, create Iowa jobs and help fill the demand for local food.

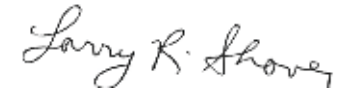
As we approach Thanksgiving, we have much to be thankful for: Our families and farms — the opportunity to work in God's

"I recently was reminded that a person with a full stomach has many problems and concerns, while a person with an empty stomach has only one (hunger)."

creation to produce nature's most nearly perfect food in helping nourish and sustain a hungry world in a delicious, sustainable way.

I pray for and wish you a safe, successful harvest and a joyous holiday season!

Sincerely,



Larry Shover
President



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**DECEMBER 4, 2020
9:00 A.M. TO 3:00 P.M.**

Pre-registration is required. Sign-up at www.iowadairy.org/registration



Executive Director Report

Despite Challenges, New Opportunities Emerge for Iowa Dairy Farmers



The Iowa State Dairy Association (ISDA) is dedicated to building a strong communication

link between producers, processors, consumers, legislators and environmental organizations.

We represent you at all dairy supply chain levels, from dairy farms 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 stand on statewide dairy issues.

Our organization 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.

Throughout 2020, your membership and leadership helped support numerous ISDA efforts, including:

- Free memberships to all dairy producers in Iowa
- Funding research projects on

processing capacity and incentives for ag processing in Iowa

- Funding a statewide farmer survey
- Sending producers to the capitol in Iowa and Washington, D.C. to talk to representatives about key dairy issues
- Sponsoring and participating in multiple dairy events across the state
- Educating and informing our state and federal representatives on the COVID 19 impact and needs of the dairy industry

2020 has been a year of change. We have seen major changes in our markets and in the way consumers view our products. Consumers have a newfound trust in agriculture, and we can enhance that trust by sharing our dairy experience with them. We have seen farmers try new and unique ways to reach consumers. These interactions are critical to building trust and sales in our dairy industry.

Take the time to open your farm and provide tours, share dairy handouts with local organizations, or host a virtual opportunity to showcase your farm. The stories we share today will help groom the next generations of dairy consumers. Feel free to contact the ISDA if you have questions or need resources to share your dairy story.

We hope all dairy producers look into

the programs that are offered to lend aid to our dairy industry. The Dairy Margin Coverage (DMC) program continues to offer protection to dairy producers when the difference between the all milk price and the average feed price (the margin) falls below a certain dollar amount selected by the producer. Enrollment for the 2021 DMC program year runs through December 11, 2020.

For more information, access the tool at fsa.usda.gov/dmc-tool. For DMC sign up, eligibility and related program information, visit fsa.usda.gov or contact your local USDA Service Center. To locate your local FSA office, visit farmers.gov/service-locator.

As we look toward 2021, I want to remind you to join us at our ISDA Annual Meeting on December 4th. The ISDA annual meeting will be virtual this year. This meeting will help set the groundwork for 2021. To register and view more details about the meeting, please go to www.iowadairy.org/registration.

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.

To receive the membership benefits from the Iowa State Dairy Association, please fill out the 2021 ISDA Membership form on the back of the newsletter or visit www.iowadairy.org/membership.

Thank you for your membership and support. I hope you all enjoy the upcoming holidays!

“Take the time to open your farm and provide tours, share dairy handouts with local organizations, or host a virtual opportunity to showcase your farm. The stories we share today will help groom the next generations of dairy consumers.”

Northeast Iowa Dairy & Agriculture Foundation

Iowa's Dairy Center Finds Creative Ways to Connect with Consumers

Article by Mariah Busta, Dairy Center Coordinator

2020 will definitely be a year that we will never forget as COVID-19 has challenged us to step out of our comfort zone and rethink the way we live and work. That has certainly been the case at Iowa's Dairy Center as we've spent the last eight months exploring new ways to accomplish our mission of providing dairy education despite living through a global pandemic. After cancelling Breakfast on the Farm, we brainstormed ways to still reach the community. We were able to



host a Dairy Drive-Thru ScAGvenger Hunt where nearly 300 visitors took a driving tour of the farm, including driving right through the freestall barn and beef barn. Throughout the driving tour, visitors enjoyed seeing the cows up close and looking for certain farm-related items and were treated with a milkshake.

The annual Tri-State Dairy Expo was also cancelled this fall and we had to rethink how to provide education for the FFA members who typically attend the Expo for the dairy cattle and dairy foods contests. The committee was able to put together virtual resources teaching students how to evaluate dairy cattle and give oral reasons in addition to

learning how to judge dairy products. Students, faculty and staff at both Northeast Iowa Community College (NICC) and Iowa State University collaborated in the effort. You can find those resources on our website at www.iowadairycenter.com.

Students at NICC have returned to campus for the fall semester and it's nice to see the Dairy Center lively once again. Fortunately, many of the agriculture classes and labs are being held in-person or have transitioned to a hybrid model which combines both in-person and online learning. NICC has also joined the Community College Alliance for Agriculture Advancement to provide more ongoing education, training

continued on page 5 →



A LEADER IN DAIRY SCIENCE EDUCATION

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Jan. 21
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NE Iowa Dairy

(cont. from Page 4)

and demonstration projects to future farm producers and agricultural service providers. The College is able the land resources at Iowa's Dairy Center for the implementation of conservation practices on the ground to help educate and inform students and producers.

Despite all of the challenges related to COVID-19, 2020 has nonetheless been a monumental year as we're celebrating 20 years as an organization. At the annual meeting, our members voted to change the name of our organization to the Northeast Iowa Dairy & Agriculture Foundation. The change stems from vision planning sessions held last year and allows us to incorporate other aspects of agriculture into our focus. We have already diversified our organization with beef and conservation, so we feel the change allows us to fully embrace other agriculture industries into our mission. Our board of directors have done a great job transitioning and the board continues to be farmer-focused, made up with people of diverse agricultural backgrounds. It's been a fantastic 20 years and we're excited for many more to come.

Even in the midst of a global pandemic, we have exciting things happening. Stay connected with the Northeast Iowa Dairy & Agriculture Foundation by signing up for our monthly e-newsletter. To join the mailing list, email us at info@iowadairycenter.com. We wish you a safe harvest and happy holiday season!



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Iowa Dairies Asked to Complete Statewide Survey

Iowa's dairy industry has a very important impact on Iowa's economy. The dairy industry contributes over \$5.6 billion to the state's economy annually, which equates to \$25,495 for every dairy cow in the state. Each dairy has a different story, each family different priorities but all strive to produce a quality product and stay in business for the next generation.

Iowa State University researchers are working with dairy industry representatives to learn from Iowa dairy farmers about their current operations, their current needs and their expectations for the future.

"Surveys have been conducted in 2000, 2005 and 2012, but many circumstances have changed since then," according to Fred M. Hall, Jennifer Bentley and Larry Tranel,

Dairy Program Specialists with ISU Extension and Outreach. "That is why we are asking Iowa dairy producers to complete a current survey."

Each licensed dairy will receive a survey in the mail and are asked to complete each question and return it in the postage paid return envelope. This year, dairies also have the option to complete the survey on-line with the link and password included in the survey packet.

Once compiled, the survey will enable industry professionals and elected officials to better understand how to make future programming efforts as useful and practical for Iowa's dairy farmers as possible.

Hall said that the survey is in-depth; covering topics from facilities and

marketing to labor and producer views on current topics facing the dairy industry today. If you are interested in the previous surveys, the summaries are available at <https://www.extension.iastate.edu/dairyteam/iowa-dairy-industry>.

This research is supported by the Iowa Farm Bureau Federation, Iowa State Dairy Association, Iowa State University, Midwest Dairy Association, Iowa Soybean Association, Iowa Corn Growers Association and Iowa Area Development Group.

For more information contact Fred M. Hall at 712-737-4230, fredhall@iastate.edu; Jennifer Bentley at 563-382-2949, jbentley@iastate.edu; or Larry Tranel at 563-583-6496, tranel@iastate.edu.

THIS RESEARCH PROJECT IS SUPPORTED BY



College Students Can Apply to Serve as Iowa Dairy Ambassadors

College students with an interest in dairy can now apply to be a dairy ambassador in Iowa. The Dairy Ambassador program provides students with leadership opportunities to connect with consumers and share the dairy story while networking with their peers and industry professionals.

To be considered, applicants must be enrolled in a post-secondary school, communicate effectively through writing and speaking and possess a passion for dairy. Applicants do not have to be majoring in agriculture.

Ambassadors are expected to serve a one-year term, starting January 1, 2021 and ending December 31, 2021. Ambassadors participate in a



variety of activities which may include interaction with consumers at county and state fairs, school presentations and attendance at dairy industry meetings. All ambassadors are eligible to apply for a \$1,000 scholarship at the end of their term.

Students can apply at MidwestDairy.com. Applications are due December 14, 2020. Selected ambassadors will be notified by January 8, 2021.

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LATEST INDUSTRY
NEWS & EVENTS
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iowadairy.org



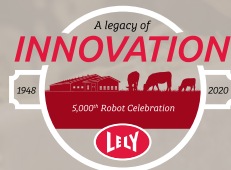
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Mark your calendars for the Iowa State Dairy Association Annual Meeting on December 4, 2020. **This year we are going virtual!** We have a great line-up of speakers and are excited to share more about the 2021 landscape for dairy farmers.



Dr. Mark Stephenson, University of Wisconsin-Madison

Pandemic, Prices and PPDs...What Will 2021 Offer?

Mark Stephenson is the Director of Dairy Policy Analysis at the University of Wisconsin-Madison. In this position, Dr. Stephenson conducts and coordinates research and outreach activities related to the dairy industry. He is involved in applied research at the farm-level, including milk assembly costs, processing costs, new processing technologies, farm costs and price risk management. He is also active in sector-level performance including dairy policy, spatial milk pricing, international trade and milk price forecasting.

Mark has a second title as Director of Wisconsin's Center for Dairy Profitability. In this capacity, he works with faculty and staff to coordinate a multi-disciplinary approach to dairy farm-level problem solving and planning.

A native of Michigan, Dr. Stephenson received his Bachelor's and Master's degree from Michigan State University in Dairy Science and later, a second Master's and PhD in Agricultural Economics at Cornell University.



Dr. John Newton, American Farm Bureau Federation

2021 Farm Economy Outlook

Following a global pandemic and a multi-year trade war, a record amount of ad hoc financial support from the federal government pushed U.S. net farm income to \$103 billion in 2020.

The American Farm Bureau Federation's Chief Economist will discuss the outlook for U.S. crop, livestock and dairy production, issues surfaced in the dairy industry during 2020 and how the election could affect farm policy and the many factors that will influence U.S. farm profitability in 2021.

Dr. Newton has been American Farm Bureau Federation's Chief Economist since 2018. As Chief Economist, Dr. Newton manages Farm Bureau's five-person economics department and is responsible for AFBF's economic policy analysis. In this role he advises Farm Bureau grassroots members, state staff, AFBF staff and AFBF leadership on the economic implications of agricultural policy issues and proposals to help advance the organization's advocacy efforts.

Dr. Newton also serves on the American Farm Bureau Insurance Services, Inc. Advisory Committee, both USDA's Agricultural Trade Advisory Committee for Trade in Animals and Animal Products and Advisory Committee on Agriculture Statistics, and the National Business Economics Issues Council. Before joining AFBF, Newton's nearly 20-year career in agriculture includes more than 10 years at USDA and service on the Senate Agriculture Committee and for USDA's Office of the Chief Economist. Newton is a Kentucky native and holds two Masters and a Ph.D. from The Ohio State University.



Paul Bleiberg, National Milk Producers Federation

Washington, D.C. Landscape

With the 2020 elections having just concluded by this point, Paul Bleiberg, Senior Vice President of Government Relations at the National Milk Producers Federation, will present an update on the federal legislative and policy landscape. Bleiberg will provide initial insight

into how the election results will impact key dairy industry priorities including agricultural labor, trade, and of course, further COVID-19 relief. It will take time for all of the pieces to fall into place in 2021, but Bleiberg will lay out a number of possibilities that may impact various issues.

Paul Bleiberg currently serves as Senior Vice President of Government Relations at NMPF. In this capacity, he leads the organization's advocacy efforts before Congress, with a focus on farm bill policy, taxation, nutrition, environment, and immigration. Bleiberg also coordinates with the trade team and runs the NMPF PAC.

Bleiberg joined NMPF as Senior Director, Government Relations in January 2016. Prior to that, he served as Deputy Chief of Staff and Legislative Director for former Rep. Reid Ribble (R-WI) during work on the 2014 Farm Bill and the 2015 Highway Bill which both included key dairy provisions.

A full agenda and registration information is available on our website at www.iowadairy.org/registration.





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DECEMBER 4, 2020

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2021 Iowa State Dairy Association Membership Form

PRODUCER MEMBERSHIP: **Waived**

Open to any individual actively dairy farming by producing milk or raising heifer replacements.

ASSOCIATE MEMBERSHIP: **\$25/YEAR**

Available to any individual not actively dairy farming but has interest in the Iowa dairy industry.

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Farm or Business Name: _____

Address: _____

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of Cows: _____ Ship Milk To: _____

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 2021, the ISDA Producer Membership fee will be waived in recognition of the financial restraints in the agricultural industry in Iowa. In 2021, we will review reinstating membership fees for the 2022 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.