



ISDA NEWS

President's Report

Reflecting on the Past, Looking to the Future!



Larry & Nancy Shover

ISDA's vision is "a prosperous Iowa dairy industry that attracts a new generation of farmers and has a positive impact on local communities." Its mission is "the unified voice and advocate for increased economic vitality of the dairy industry on behalf of Iowa dairy farmers."

In 1876, the Iowa Legislature appropriated \$25,000 for an association that would help develop Iowa's dairy industry. Those early visionaries realized that a vibrant dairy industry could help grow Iowa's economy, improve our health and benefit our communities and social structure. That early funding

helped Iowa's dairy production grow to be second in the U.S. by 1900, trailing only New York.

The dairy cow is a marvelous animal that can convert crops that we cannot utilize or like very much into nature's most nearly perfect food – so good and so good for us!

Further processing of the milk into an ever-growing variety of healthful, delicious products increases dairy usage and helps sustain our economy.

To that end, ISDA continues to advocate for more in-state processing that will give our consumers more local product choices, lessen transportation costs and increase competition and farm prices for our milk. This added processing in Iowa can add value in our state instead of sending those jobs elsewhere. We continue to learn of more health benefits from dairy

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IOWA STATE DAIRY ASSOCIATION ANNUAL MEETING

December 2, 2022
Quality Inn, Ames, IA

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President's Report (cont.)

“... this will be my last President's Message. I thank my wife, Nancy, a city girl from Cleveland, Ohio, for her help with ISDA. She has learned well, worked hard and shown me much patience and love through the years.”

consumption. Dairy proteins are by far the highest quality and milk's calcium is better utilized than the ground limestone in imitation products. Further, an eight-ounce serving of milk contains 8 grams of protein while eight ounces of almond nut juice has only 1 gram.

The young people from our dairy farms continue to showcase their talents, abilities and skills wherever they go. Dairy people are special!

The utilization of forage crops and pasture by our cattle can encourage more acres devoted to these soil-saving crops. Combined with reducing tillage and cover crops, our cattle can help tie up carbon from the air into soil organic matter, which also helps increase crop yields while reducing some input costs.

I believe that we do need to increase our efforts to showcase our industry and remind the public of Dairy's value to our economy, health, environment and social structure.

ISDA and Midwest Dairy Association can help. Dairy Iowa can broaden the effort by enlisting the help of others that might not otherwise be involved.

As I am “termed out” for the ISDA Board, this will be my last President's Message. I thank my wife, Nancy, a city girl from Cleveland,

Ohio, for her help with ISDA. She has learned well, worked hard and shown me much patience and love through the years.

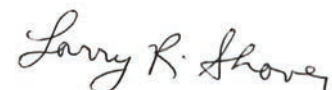
I am also grateful to fellow board members and officers, ISDA members, industry and government leaders. I have appreciated the cooperation from Midwest Dairy Staff in our united efforts.

MDA CEO, Molly Pelzer, Melissa Young and our shared employees, Mitch Schulte and Cynthia Hamlett, have been great to work with. I congratulate Mitch Schulte on his new position in which he will still be involved in Iowa and welcome Mariah Busta as our new Executive Director of ISDA.

As we approach Thanksgiving, we have much to be thankful for: our families and farms – the opportunity to work with our marvelous cows in God's creation to produce nature's most nearly perfect food in helping to nourish and sustain a hungry world.

I pray for and wish you a safe, bountiful harvest, continued success and a joyous holiday season!

Sincerely,



Larry Shover
President

Executive Director Report

Mariah Busta to Take the Reins at ISDA as New Executive Director



Most of the field work is wrapping up and the weather has been working in our favor. It is great to see

the progress that Iowa farmers are making. This year started slow, but our farmers are resilient and always find a way to get things done.

The ISDA Annual Meeting will be held December 2nd in Ames, IA. We will have some great speakers this year. Our first speaker will be Dewayne Dill the CEO of Facticity Technologies, Inc. Dewayne will discuss how the various vendor categories and product offerings fit together and the trade-offs and considerations for developing a sustainability strategy that makes sense for your dairy operation. The presentation will also introduce DairyOffice. This a platform developed by Facticity Technologies designed to aggregate all the data required to calculate a daily assessment of sustainability metrics.

Our Keynote speaker will be Jim Mulhern with the National Milk Producer Federation (NMPF). Jim Serves as NMPF's President and CEO and will provided a review of dairy policy highlights of 2022, NMPF's efforts to modernize the Federal Milk Marketing Order program, and a look ahead to the 2023 Farm Bill. You can register for the meeting at www.iowadairy.org/registration.

ISDA will be looking for opportunities

to help our farmers gain a better understanding of the Federal Milk Marketing Orders and upcoming farm bill. We know these topics can be complicated, and we will continue to share educational opportunities out to our membership through email updates. If you are not receiving these updates, please fill out the 2023 ISDA Membership form by visiting www.iowadairy.org/membership.

I will close by welcoming Mariah Busta to the Iowa State Dairy Association. Mariah will serve as the Executive Director for ISDA and as a Farmer Relations Manager in Iowa for Midwest



Mariah Busta

“Thank you to the Iowa dairy industry for all of your support and guidance over the last several years.”

Additionally, I would like to take this opportunity to announce that I have accepted a new role with Midwest Dairy. I will now be serving as the Vice President of Ag Affairs. Previously, I served as an Iowa Farmer Relations Manager. I started with Midwest Dairy in 2015 and served as the Associate Director for the Iowa State Dairy Association. In 2017, I had the opportunity to serve as the Interim Director for ISDA, and then moved into the Executive Director position.

I am excited to shift my skillset to benefit the entire 10-state region of the Midwest. I take great pride in being a voice for dairy farmers and sharing my knowledge with consumers. In my new role, I will continue to be an advisor to the Iowa State Dairy Association and will continue to work with our neighboring state trade organizations.

Dairy. Mariah has been involved with Midwest Dairy over the years as a former Iowa Dairy Princess and 2015 Iowa Farmer Relations intern. Mariah also serves as the Iowa Dairy Ambassador coach and Iowa Dairy Princess coordinator. Mariah was active in the Iowa dairy community in her previous role as the coordinator of the Northeast Iowa Dairy and Agriculture Foundation. As we welcome Mariah into this new role as Executive Director, I will be involved in the transition process moving forward for the Iowa State Dairy Association.

Thank you to the Iowa dairy industry for all of your support and guidance over the last several years. I am excited to move on to the next stage of my career, but I leave you in good hands.

I hope you all enjoy the upcoming holiday season!

Northeast Iowa Dairy & Agriculture Foundation

Exciting Events Held Throughout 2022 Promoting the Dairy Industry

In the midst of harvest season, we'd like to take a moment to reflect on the past few months. There have been lots of exciting things happening for the Northeast Iowa Dairy & Agriculture Foundation and Iowa's Dairy Center and also so much to be thankful for.

Summertime kept us busy welcoming visitors from all over the world for tours and events. Kayla Burke joined the team for the summer, serving as the Foundation's first communications intern. She stayed busy assisting with communications efforts, leading daily tours, hosting kids camps and more. Kayla also played a key role with Food Trucks & Moo-vie Night on the Farm, a brand new event that brought over 500 visitors to Iowa's Dairy Center.



**NORTHEAST IOWA
DAIRY & AGRICULTURE
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During the event on September 4, visitors were able to try a variety of food from local food trucks and enjoy yard games and tours of the freestall barn before settling into a spot on the lawn for an outdoor movie at dusk. Stay tuned for more upcoming community events. The annual Drive-Thru Santa on the Farm event will be held on December 9.

Earlier this fall, the Foundation

honored two prominent leaders in Iowa's dairy community, Dr. Ken Reimer and the family of Norma "Duffy" Lyon, with an appreciation and ribbon cutting ceremony. The ceremony dedicated two new exhibits at Iowa's Dairy Center. The newly installed floor-to-ceiling graphics surrounding the life-size model cow sculpted by Duffy Lyon honors Dr. Ken Reimer. Dr. Reimer is a career veterinarian and founding member of Iowa's Dairy Center. The graphics and cow model are key components of the Iowa's Dairy Story curriculum. Additionally, the ceremony officially welcomed the cow/calf statue created by Duffy, known as the "Butter Cow Lady" who famously sculpted the

continued on page 5 →



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WEDNESDAY, NOV. 30

10 a.m.-3 p.m., Iowa's Dairy Center

 www.iowadairycenter.com

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NE Iowa Dairy

(cont. from Page 4)

butter cow at the Iowa State Fair for more than 40 years. The statue originally sat outside of Duffy's hometown of Toledo until it was damaged by a derecho in 2020. The cow/calf statue was repaired, repainted and rehomed to Iowa's Dairy Center in the summer of 2022. It now greets the 10,000 annual visitors to the Dairy Center.

The Foundation continues to be focused farmer education, hosting several events this fall. At the end of October, we held a forage field day that discussed alternative forage production and cover crop management. In addition, another successful bovine artificial insemination course was held in partnership with Select Sires MidAmerica. We will also be hosting Midwest Dairy & Beef Day on November 30 focused on forage management. On December 7, a farm succession workshop will be held in conjunction with Stubborn farm. More information about these events can be found on our website.

Stay connected with news and events from the Northeast Iowa Dairy & Agriculture Foundation by signing up for our e-newsletter on our website at iowadairycenter.com. On behalf of the Northeast Iowa Dairy & Agriculture Foundation, we wish you and your families a safe, bountiful harvest season!

News from Western Iowa Dairy Alliance

Looking Forward to an Exciting 2023

The Western Iowa Dairy Alliance is looking forward to an exciting year in 2023 while reflecting on a great year in 2022 with fun events held throughout western Iowa promoting the dairy industry. On June 15th, WIDA held their annual open house at Schelling Dairy near Sioux Center, Iowa. The Schelling family utilizes robots to on their farm so we had the opportunity to share some awesome technology with the public! This event is always a great opportunity to engage with the public to share our dairy story. The open house provided not only a chance to experience this state-of-the-art operation, but also a learning opportunity for others in the dairy industry to see the new technology available in action. WIDA provided transportation to the Terrace View Event Center in Sioux Center for a free meal of cheeseburgers and ice cream! It really was a great night celebrating dairy!



The WIDA Open House was held at Schelling Dairy near Sioux Center on June 15th.

On Sept. 16th, WIDA hosted a Dairy Day at the Clay County Fair in Spencer. The day was filled with sharing delicious samples of chocolate milk from Kemps and cheese curds from AMPI in Sanborn. Offering some dairy goodness is always a great way to connect with consumers! We also had a trivia wheel set up to test fair goers' dairy knowledge. ISU's AgCiting program brought groups of kids to our dairy Olympic area and feed mixing demonstration – both were huge hits! Thank you to all the volunteers who helped make Dairy Day at the fair a success.

WIDA is also proud to continue offering our dairy product donation program to people in Western Iowans. Anyone in western Iowa can apply their event to the program. Are you going to be serving dairy? Then we want to help you! We have helped after school programs, sports teams, churches, road races, and many other activities. We want people to choose dairy! Check out the application on our website and feel free to reach out with any questions.

The mission of the Western Iowa Dairy Alliance is to educate our famers, promote our products, and inspire the next generation in the dairy industry. We are proud to be the voice of the western Iowa dairy industry. If you want more information, have questions, or want to get involved please contact us at (712)-441-5308, email info@wiadairy.com, or visit our website www.wiadairy.com.

Promoting Dairy's Unique Nutritional Benefits

Midwest Dairy is working hard on behalf of the Midwest dairy farmers to maximize investment in dairy promotion across the 10-state region, including the state of Iowa.

Midwest Dairy saw much success in 2022 by bringing many opportunities to the marketplace while sharing dairy's unique nutritional benefits and sustainability story with consumers. Midwest Dairy staff have worked with partners and attended events where they had conversations that ensured dairy farmers' priorities and voice were heard. Your dairy story, the unique wellness benefits of dairy, and your dedication to taking care of the planet and your cows — are always at the center of those messages.

The Iowa State Fair was one of those events which had an estimated 1,118,763 people in attendance. Two hundred of those fairgoers got a chance to see where food in Iowa comes from by participating in the third annual Farm to Fair Meal



incorporating elements of Iowa's agriculture commodities including dairy. Secretary of Agriculture, Mike Naig, hosted the event while consumers engaged with Iowa farmers (including 17 dairy farmers!) to eat, learn, engage with, and discover facts about Iowa farming.

We are also committed to seeking partnerships that will continue to grow demand for dairy in the retail space. There are many partnerships and projects that have taken place or are in motion as we gear up for the holiday season. What we do would not be possible without these retail partners, for example, we have

grown a great partnership with Pizza Ranch where we worked together to introduce a new take-and-bake breakfast pizza. This concept relied on the Midwest Dairy team sharing insights and research data that revealed the size and growth of breakfast pizza in the retail segment, ultimately persuading the franchisees to support this new product and move up the launch date. Midwest Dairy is eager for the opportunity to work alongside partners like this, helping deliver dairy messages to encourage customers to use dairy products.

As we wrap up another year, we thank Iowa dairy farmers for their continued support and encourage all to reach out with any questions or inquiries to get involved! Please contact Cynthia Hamlett via email at chamlett@midwestdairy.com or call (515) 204-6572 for more information.

Midwest Dairy at the 2022 Iowa State Fair



Registration Open for Midwest Dairy & Beef Day

The Iowa State University Extension and Outreach Dairy Team has a heavy educational focus this year and upcoming on “Feeding Dairy for all it’s Worth – Understanding and managing nutritional and economic risks of feeds”. The program encompasses understanding the value of forages, implications of forage composition on cow performance, human factors that affect consistency in feed management, pricing schemes for forages and demonstration of new technology available to improve forage quality.

This fall a webinar discussion series was offered to provide timely topics around silage harvesting, processing, storage, and feeding strategies and featured a producer discussing practical management strategies and information that can be readily implemented. These are archived on our you-tube channel @ ISUExtensionDairy.

Currently educational field days are being offered throughout Iowa to present and assess feeding practices that impact profitability of dairy farms. Midwest Dairy and Beef Day – Foundations of Forage and Feeding from field to bunk, is upcoming on Nov. 30 at the Northeast Iowa Dairy and Agriculture Foundation. Producers will share their experiences with successful forage management during a panel discussion; other topics will include forage storage options, feeding software, forage research and management. Register at www.nicc.edu/solutions/90378.

Audio is captured at each field day, and you can catch excerpts

wherever you access your podcasts; search for Dairy News and Views from ISU.

Long-term outcomes for this educational focus include re-evaluation of feeding standard operating procedures, changes in

harvesting and storage methods of forages, empowerment for self-assessment and exchange of experiences for feeding practices, increased feed utilization, and improved cow performance and farm profitability.



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DeWayne Dill is CEO of Facticity Technologies, Inc. He will discuss how vendor categories and product offerings fit together and the trade-offs and considerations for developing a sustainability strategy that makes sense for dairy operations. He will also introduce DairyOffice, a platform designed to aggregate all the data required to calculate a daily assessment of sustainability metrics.



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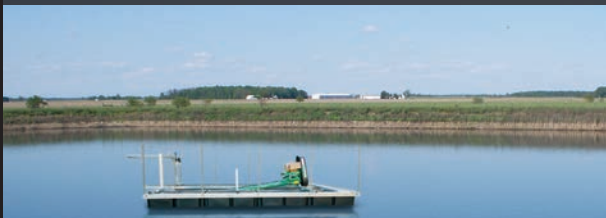
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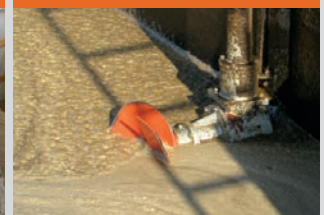
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Innovative Technologies Help Dairy Farmers Feed the Future

By Peter Allen, NE Iowa Division Manager, Nutrien Ag Solutions

Nutrien Ag Solutions is leading the field in preparing our growers and the agriculture industry to help to feed a growing world. By 2050, there will be almost 10 billion people to feed. We realize that as the world's leading Ag retailer, we play a critical role in feeding the future, so we are striving to help increase food production while implementing sustainability practices.

To meet that goal, we are taking an innovative approach to our six sustainability commitments for 2030. These commitments are focused on feeding the planet sustainably, taking



action to reduce emissions to take care of the environment and climate, and by making the agriculture industry an inclusive community.

Working with growers and dairy farmers, our crop consultants can help us reach these goals. They create solutions that can support better yields while using environmentally friendly agronomic practices. This helps us all move toward the future of sustainable agriculture.

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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 2023, the ISDA Producer Membership fee will be waived in recognition of the financial restraints in the agricultural industry in Iowa. In 2023, we will review reinstating membership fees for the 2024 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.**