

ISDA NEWS

President's Report

Building Momentum for Future Success



Robert Horst
ISDA Board President

“Dairy,” the other Iowa commodity, is steadily growing so let’s keep dairy in Iowa moving ahead. Our beautiful state is ideal for dairy farming. Iowa is being recognized for its growth potential from national brands like Daisy Brands to locate new processing here. Daisy’s facility reportedly requires milk from almost 40,000 cows when operating at full capacity.

We have one of the most robust dairy infrastructures in the country, supported by our universities, research centers, commodity groups, and welcoming state and local governments. Collaboration and cooperation among all Iowa’s

commodity groups has never been better. All groups realize how much stronger we are working together to reach each group’s objectives. We’re all connected by our dedication to the support and development of Iowa’s agricultural community and infrastructure.

We continue to encourage funding for the Iowa Department of Agriculture and Land Stewardship (IDALS) grant program; Choose Iowa Dairy Innovation Program. Having wrapped up a second highly successful year, we are looking forward to IDALS continuing for a third.

We had a great turnout at our 2024 annual meeting in December. The keynote speakers shared up-to-date insights on Federal Milk Marketing Order (FMMO) reform, the Farm Bill, and Highly Pathogenic Avian Influenza (HPAI).

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President's Report (cont.)

“Our team is committed to positioning Iowa as the top destination for dairy farming and processing. The combination of prime farmland, ample water, and our exceptional farmers allows us to produce commodities that feed our livestock and the world, using the best stewardship practices that have been perfected over generations.”

Mariah and I had the privilege of meeting with U.S. Secretary of Agriculture Brooke Rollins at a roundtable discussion with other commodity groups earlier in April. Everyone present felt heard and that their concerns were duly noted.

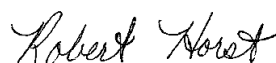
Our team is committed to positioning Iowa as the top destination for dairy farming and processing. The combination of prime farmland, ample water, and our exceptional farmers allows us to produce commodities that feed our livestock and the world, using the best stewardship practices that have been perfected over generations.

On May 7th and 8th, Mariah, Lee Maassen, and I attended the State Dairy Association Meeting at the National Milk Producers Federation (NMPF) headquarters in Arlington, Virginia. There were more than 40 representatives from 20 different states in attendance. Topics discussed included trade, the SAFETY Act—which aims to protect the use of common names for products produced by American farmers and companies from UK enforcement of geographical indicators that could

block US agricultural products from key international markets. Other topics included the Whole Milk for Healthy Kids Act, which seeks to reintroduce whole milk and flavored options in schools, as well as HPAI and immigration/labor issues.

After hearing the reports from other state associations, we feel very fortunate to live and conduct business in Iowa.

Keep up the good work and God bless.



Robert Horst
ISDA President

PLEASE TAKE



note!

The ISDA office in Ankeny is now closed. For ISDA mail, please use:

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2015 Rice Street
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Executive Director's Report

A Toast to Progress: Celebrating June Dairy Month



As we kick off June Dairy Month, there's a lot to celebrate across Iowa's dairy industry. For the first time since 2009, fluid milk sales

are trending upward, which is driven by milk's unmatched combination of great taste, essential nutrients like protein, and everyday affordability. These qualities continue to set real dairy apart from plant-based imitators. That's why ISDA has been proud to support and advocate for legislation in Iowa aimed at protecting the industry from the misbranding of fake and imitation dairy products.

With Iowa's legislative session wrapping up in mid-May, we're pleased to report that \$500,000 has been allocated to the Dairy Innovation Fund for the next grant

cycle. Additionally, extra funding has been designated to strengthen our foreign animal disease response, including efforts related to Highly Pathogenic Avian Influenza. ISDA also worked on increasing milk hauling weight limits, which we expect to revisit next year, and provided input on digester-related legislation. We also remained firm in our opposition to expanding the sale of raw milk to retail outlets.

On the federal level, we're closely monitoring progress on the next Farm Bill and any developments in trade policy. We're optimistic about the momentum behind the Whole Milk for Healthy Kids Act, which would help bring whole and flavored milk options back into schools. ISDA remains committed to supporting this important initiative and giving children access to the full nutritional benefits of real milk.

Last month, I had the opportunity to

join Robert Horst and Lee Maassen at the State Dairy Association Summit, hosted by the National Milk Producers Federation. We connected with dairy leaders from across the country, gained insight into national economic trends, and concluded our trip with productive advocacy meetings on Capitol Hill—championing Iowa's dairy farmers and the broader U.S. dairy industry.

With dairy consumption reaching its highest level since the 1950s, ISDA is committed to ensuring Iowa's dairy industry continues to grow, innovate, and thrive. It's been a busy and productive first half of the year, and we're moving into the second half with strong momentum.

This June, I invite you to raise a glass of milk in honor of the hard work and dedication of Iowa's dairy farmers.

*Mariah Busta, Executive Director
Iowa State Dairy Association*



ISDA Recognizes Keeling Leadership Award Winners

ISDA presented the Ralph Keeling Leadership Award to state dairy leaders at the association's annual meeting held in Ames. The award is presented annually to two Iowans who have shown outstanding leadership in Iowa's dairy industry. This award is in honor of the late Ralph Keeling. Keeling operated a successful dairy farm and business, devoting much of his time and talents to progressing Iowa's dairy industry.

The first recipient was Molly Pelzer of Tipton who was recognized for her leadership in the dairy checkoff. She began her work as a program director working with schools and health care professionals to eventually being named CEO of Midwest Dairy in 2019. Through her leadership, Midwest Dairy focused on maximizing the dairy farmers' investment in the dairy checkoff by strategic collaboration with targeted retailers, foodservice, wellness,



Tom Simon and Molly Pelzer

and industry partners, as well as focusing on research that leads to the development of solutions for industry and consumer needs. Pelzer retired from Midwest Dairy in the spring of 2024. During her tenure, she played a critical role in building trust and demand for the dairy industry and enjoyed working closely with the farmer-led boards.

The second recipient was Tom Simon of Farley. Simon farms in a multi-family partnership where they milk

560 Holsteins and operate over 500 acres of corn and alfalfa. In 2021, they built a robot barn to expand the herd. Simon has implemented an extensive IVF program to amplify the best genetics in his herd. Not only has his passion for genetics impacted his herd, but he helped improve the genetic progress of the Holstein breed, creating leading bulls that improve overall efficiency and profitability. Simon has been heavily involved in progressing the dairy industry in Iowa through years of progressive breeding as well as the leadership of the various boards and committees he's been a part of. He served as president of the Iowa Holstein Association, has been involved in local milk and sire cooperative boards and gives numerous tours every year to local community members as well as international visitors to help showcase the state's dairy industry.

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ISDA AWARDS SCHOLARSHIPS TO MEMBERS

Iowa State Dairy Association (ISDA) announced 14 Iowa students will receive \$500 scholarships this fall to an accredited college or university of their choice. Applications were reviewed and recipients were chosen based on their involvement in the dairy industry, leadership, career plans and academic standing. *This year's recipients include:*

- **Aidan Bower of Danbury:** Studying biological systems engineering at Iowa State University.
- **Isabelle Brumm of Stacyville:** Studying agricultural communications at Iowa State University.
- **Nathan Brumm of Stacyville:** Studying agricultural studies and international agriculture at Iowa State University.
- **Katherine Comley of Ryan:** Studying agriculture business at Kirkwood Community College.
- **Alia Domeyer of Delhi:** Studying finance at the University of Northern Iowa.
- **Libby Hageman of New Vienna:** Studying dairy science at Iowa State University.
- **Louis Hamlett of Aurora:** Studying dairy science and agronomy at Iowa State University.

- **Callie Kohlwes of Colo:** Studying animal science at Iowa State University.
- **Caden Kueker of Waverly:** Studying secondary math education at Wartburg College.
- **Seth Maassen of Maurice:** Studying biology at Northwestern College.
- **Kale Miller of Waverly:** Studying agricultural business at Upper Iowa University.
- **Troy Schmitt of Fort Atkinson:** Studying accounting at the University of Northern Iowa.
- **Kelsey Timp of Ossian:** Studying agricultural communications at Iowa State University.
- **Tanya Wiedner of Elkader:** Studying Veterinary Technician and Beef Science at Northeast Iowa Community College.

The ISDA scholarship fund is made possible through ISDA memberships.



Congratulations!

Iowa Division of Midwest Dairy Awards Scholarships

Midwest Dairy announced 11 Iowa students will receive \$1,000 scholarships this fall to an accredited college or university of their choice. Applications were reviewed by a committee and recipients were chosen based on their involvement in the dairy industry, leadership, career plans and academic standing. *This year's recipients include:*

- **Delaney Barber of DeWitt:** Studying agricultural business at Iowa State University.
- **Maleah Demmer of Dundee:** Studying agriculture business at Kirkwood Community College.
- **Alia Domeyer of Delhi:** Studying finance at the University of Northern Iowa.
- **Louis Hamlett of Aurora:** Studying dairy science and agronomy at Iowa State University.
- **Kelsey Hoeger of Earlville:** Studying agricultural communications with a minor in agricultural business at Iowa State University.

- **Adam McCrea of Cedar Rapids:** Studying agricultural and rural policy with a minor in agronomy at Iowa State University.
- **Ethan Palmer of Waukon:** Studying animal science with a minor in genetics at the University of Minnesota.
- **Haley Ronnebaum of Earlville:** Studying dairy science at Iowa State University.
- **Troy Schmitt of Fort Atkinson:** Studying accounting at the University of Northern Iowa.
- **Sarah Vacura of Le Mars:** Studying animal science production with minors in agricultural business and meat science at South Dakota State University.

Two additional scholarships will be awarded to the Iowa Dairy Princess and alternate upon completion of their duties following the Iowa State Fair. These recipients are **Haley Ronnebaum of Earlville** and **Harley Baumler of Fort Atkinson**.

Iowa Secretary of Ag Mike Naig Announces 15 Winners of Choose Iowa Dairy Innovation Grants

Grants will incorporate labor saving technology, increase on-farm processing



Mike Naig

Iowa Secretary of Agriculture Mike Naig announced that 15 Iowa dairy projects have been awarded Choose Iowa Dairy

Innovation Grants. The cost-share grants will help expand on-farm dairy processing and incorporate labor saving technology, both of which will help to increase the availability of Iowa dairy products for consumers to enjoy. The announcement was made at the Iowa State University Creamery in Ames, which was awarded a grant to expand cheese processing at their on-campus facility.

“The Choose Iowa Dairy Innovation

Grant Program helps Iowa dairy farms by offering cost-share grants for new processing equipment or labor-saving technologies. Ultimately, consumers will benefit by enjoying a wider variety of Iowa dairy products,” said Secretary Naig. “With funding for 15 projects, this program not only bolsters Iowa’s dairy industry but also supports the growth of these farms and the vitality of the surrounding communities.”

Choose Iowa received 33 grant requests totaling \$1,568,230.73, a figure that was more than twice the \$750,000 that was appropriated. The cost-share grants match up to \$100,000 per project. The 15 projects will leverage a total investment of \$4,127,863.81. In the first year of the

grant, the \$750,000 in state funding leveraged more than \$2.2 million in total investment across the 20 projects.

“Iowa State Dairy Association is excited to celebrate the announcement of the Dairy Innovation Grant recipients. Now in its second year, this program has seen strong demand and demonstrated significant impact on Iowa’s dairy community,” said Robert Horst, a dairy farmer from Bristow and President of the Iowa State Dairy Association. “Whether funding initiatives to address labor challenges on the farm, or providing equipment to expand dairy processing, the grant program is making a difference for dairy farmers and Iowans alike. We look forward to the continued success of this program, which supports Iowa dairy farm families and enhances access to Iowa-made dairy products.”

The grants are assisting dairies with investments in pasteurization equipment, packaging and bottling products, milking robots, health monitoring, automated feeding systems, cleaning assistance, and much more. The program funds are not eligible to cover start-up costs, advertising, public relations, salary/benefits/wages, existing debt or any expenses incurred prior to awarding the grant. With the legislative intent of assisting smaller dairies and farmers, grant awardees must be in Iowa, have fewer than 50 employees, and be in good standing with pertinent regulatory agencies. Only dairies permitted and inspected by the Iowa Department of Agriculture and Land Stewardship were eligible.

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ISU Creamery | Ames | \$25,480.00

1,000lb capacity batch pasteurizer/cheese vat

Total Project Budget: \$50,962.65

✓ Labor Reducing Technology

Ambrosy Farm | Sherrill | \$100,000.00

Two Lely A5 milking robots

Total Project Budget: \$1,136,782.58

Conway Farms | Lansing | \$6,500.00

Milk Taxi

Total Project Budget: \$13,354.00

Cornbelt Dairy | Marcus | \$100,000.00

Two Lely robotic milkers

Total Project Budget: \$422,628.68

Demmer Dairy | Dundee | \$34,000.00

OptiDuo feed pusher and the BA 200 ear tag monitoring system

Total Project Budget: \$68,000.00

Double D Dairy | Holy Cross | \$100,000.00

Four DeLaval milking robots

Total Project Budget: \$920,595.44

Edgewood View Dairy | Sherrill | \$16,922.30

Health Monitoring System

Total Project Budget: \$33,844.60

Enyart Dairy | Postville | \$100,000.00

Two Lely A5 robotic milkers & One Lely Manure Collector

Total Project Budget: \$612,772.00

Five M Dairy | Dorchester | \$14,263.09

Lely Juno Flex

Total Project Budget: \$28,526.18

Gaul's Hillside Holsteins | Holy Cross | \$20,000.00

DeLaval BA200 activity monitoring system

Total Project Budget: \$43,632.99

Hagen Dairy | Waterville | \$33,242.27

Trans-Iowa low-cost parlor

Total Project Budget: \$75,545.00

Klein Farms | Durango | \$30,404.34

DeLaval BA300 activity monitoring system

Total Project Budget: \$60,808.68

Knapptime Dairy | Larchwood | \$100,000.00

Compost barn and 24-stall rotary parlor

Total Project Budget: \$507,035.01

Putz Dairy | New Vienna | \$57,500.00

Two Lely discovery collectors

Total Project Budget: \$130,000.00



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4-8 p.m.



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Stateline Dairy Outlook Seminar Set for June 17th

Topics Focus on Understanding the Rapidly Changing Dairy Industry

Iowa State University Extension and Outreach's annual Stateline Dairy and Ag Outlook Seminar will be held on Tuesday, June 17, from 9:30 a.m. to 3:30 p.m. at Empty Nest Winery, 1352 Apple Road, Waukon. The seminar aims to assist ag lenders and farm financial advisers in helping farmers manage risk and understand market outlooks.

"Price risk management continues to be a major variable for profitability in many commodity enterprises," said Jennifer Bentley, dairy field specialist with ISU Extension and Outreach. "Understanding the ag markets and strategies to allow the next generation to continue farming is a necessary part of lender portfolio management."

IOWA STATE UNIVERSITY Extension and Outreach

Seminar topics include:

- Dairy Market Outlook: Matt Tranel, commodity broker/agent at Ever.Ag
- Farm Transition Strategies: Nathan Hulinsky, extension educator – agriculture and business management, University of Minnesota Extension
- Climate Outlook: Madelynn Wuestenberg, agriculture climatology specialist, ISU Extension and Outreach
- Ag Market Outlook: Joseph Lensing,

farm management specialist, ISU Extension and Outreach

- Iowa Dairy Survey: Jennifer Bentley, dairy field specialist, ISU Extension and Outreach

The cost to attend is \$75 for agricultural lenders and service providers and \$25 for dairy and ag producers and students. Ag lenders and financial advisers are encouraged to invite and support their producers to attend the seminar. Pre-registration is required.

For more information, contact Jennifer Bentley or Allie McIntyre at the ISU Extension and Outreach Winneshiek County Office at 563-382-2949 or jbentley@iastate.edu or allienc@iastate.edu.

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10 am-2 pm

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While hanging out with us, hop on our Tram Farm Tour for a breezy ride around the farm, say hello to some adorable critters at the Petting Zoo and let the kids enjoy fun games. Plus, educational booths, seminars and live music from The Bruce Bearinger Band!

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Midwest Dairy Social Media Collaborations

Influencers Promote Dairy and Showcase Seasonal Recipes

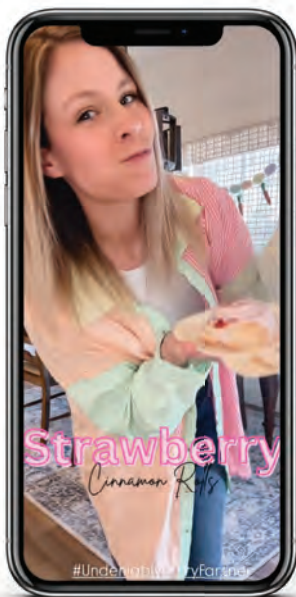
Midwest Dairy teamed up with eight Gen Z influencers and influencers with young children living at home to create authentic storytelling content. Their content showcased the nutritional benefits of dairy, including lactose-free options, and highlighted how farmers across our ten Midwest states prioritize cow care and comfort

through sustainable, responsible practices.

The collaboration generated over 3 million impressions and 38 thousand engagements across social platforms. A few fan favorites were Emily Jone's strawberry cinnamon rolls TikTok video and Amelia Sewell's lemon poppyseed pancakes Instagram video.

Creator Sarah Carlson's video tackled dairy myths and highlighted dairy farmers' commitment to responsible production.

Midwest Dairy will continue to work with influencers throughout the year to create a surround sound message resonating with key audiences.



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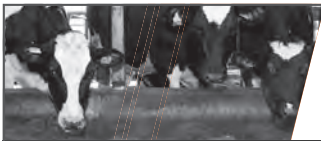
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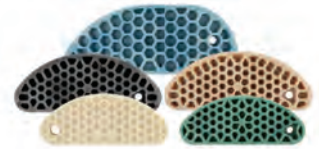
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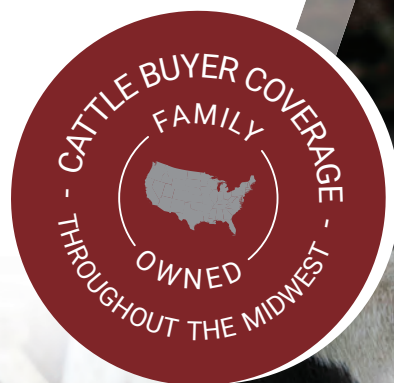
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ASSOCIATE MEMBERSHIP: \$25/YEAR

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

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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 2025, the ISDA Producer Membership fee will be waived in recognition of the financial restraints in the agricultural industry in Iowa. In 2025, we will review reinstating membership fees for the 2026 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.**