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MANAGERS OF PENNSYLVANIA

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*From retail pricing methods and distribution technologies,  
to the role of PA's Milk Marketing Board and the impact of world trade*  
**Get the scoop at Nov. 5 Issue Forum**

By **SHERRY BUNTING**  
Special for Farmshine

WEST PENNSBORO, Pa.—Global trade has steadily transformed the marketing landscape for U.S. dairy producers over the past decade. That was evident in 2007 and 2008 when milk prices soared as well as this year when milk prices plunged.

Today, dairy managers are realizing they are no longer just local producers, they are part of a marketplace that is increasingly influenced by what's going on elsewhere in the world.

Imports, trade balances, world-wide dairy purchases, joint-ventures, economic partnerships, trade agreements, WTO rules, global economies, global weather patterns, world-wide consumer preferences, population growth, new innovations in processing and transportation technologies, and even the Internet—these are just some of the factors that affect the price producers receive for their milk.

When leaders in China said they wanted all children to have at least one eight-ounce

glass of milk each day, the impact reverberated across the dairy industry, world-wide.

And then when the problem with tainted milk in China was discovered last September, that news traveled instantly throughout the world as well.

Increasingly, the influence of things that happen oceans away affect the dairy market here at home. As the world marketplace brings opportunities and challenges to their doorstep, now and in the future, dairymen are realizing they must look beyond the farm gate to understand their place in the global market.

This is no simple task. There are many unknowns and a good bit of confusion surrounding dairy marketing here at home, and even more so in the view beyond America's borders.

Planning for the upcoming PDMP Dairy Industry Issue Forum—on Thursday, November 5 in Cumberland County—began almost a year ago, before dairy margins fell to historic lows. Since then, the topic of “Understanding Dairy's Place in the Global Market,” has only grown in its importance and relevance.

Gordon Hoover, director of eastern milk supply for Land O'Lakes and Mike Hosterman, business consultant for AgChoice Farm Credit, have worked with PDMP to put together a dynamic program with speakers and information that could not be more timely—given the dairy market situation producers have experienced over the past 10 months.

The Forum begins with the morning program at West Pennsboro Fire Hall and ends with an afternoon tour of the Giant Distribution Center four miles away in Carlisle.

Registration begins at 8:00 a.m., followed at 8:30 by PDMP's annual membership meeting, which will include a report on the PDMP Corn Silage Project by PDMP Research and Development Committee Chair Gary Kline and Penn State University Professor of Agronomy Greg Roth.

At 9:00 a.m., the main program will begin, with Lori Connelley of Land O'Lakes serving as moderator.

Alan Reed, Senior Vice President of U.S. Manufacturing and Ingredient Marketing for DMI, will lead-off with a discussion centered on the “Impact of World Trade on

Domestic Marketing and Ingredients.”

Pennsylvania Milk Marketing Board Staff Attorney John Howard will follow on the topic of the “Role and Influence of the Pennsylvania Milk Marketing Board on Pricing.”

Dairy Category Manager for Giant Food Stores, Robert Schupper will round out the morning session speaking on “Retail Marketing and Pricing.”

Time for questions and open discussion will follow before lunch is served at the fire hall.

After lunch, attendees will be dispersed at intervals to travel in their own vehicles to the nearby Giant Distribution Center for an eye-opening tour.

The cost for this PDMP event and lunch is \$25 for members and \$75 for non-members. However, non-members may pay the member rate for their attendance at one of the three Forum events this year.

Register by October 30 to guarantee your seat at this important Dairy Industry Issue Forum. For registration information, call toll free at 877-326-5993 or register online at [www.pdmp.org](http://www.pdmp.org).

*Farm to consumer and local to global, featured speakers  
bring wealth of experience and insight into dairy marketing*

**ALAN REED**—is Senior Vice President of U.S. Manufacturing and Ingredient Marketing for DMI. He has been involved in milk marketing for more than 10 years, after building on a past career of advertising experience. As head of the DMI (Dairy Marketing Inc.) department focused on manufacturing and ingredient marketing, Reed has an insider's view of how the dairy producer's bottom line can be affected by influences beyond America's borders. DMI has taken a global view of milk marketing since 1995, and Alan is at the center of the latest research and development.

**JOHN HOWARD**—is a Staff Attorney for the Pennsylvania Milk Marketing Board (PMMB). Before coming to PMMB in 2002, Howard operated a dairy farm with his family for more than 20 years and earned his degree in dairy production before receiving his law degree. Howard continues to farm and remains active in many agriculture organizations, including the Holstein Association, where he previously served as PA Director of Promotion and for eight years as a Holstein Association National Director.

**ROBERT SCHUPPER**—is the Dairy Category Manager for Giant Food Stores. He has nearly 25 years of experience in food retailing since 1985, and for the past decade, Schupper has specialized in the delivery of dairy products to consumers. Working with Giant Foods, he is among the nation's leaders in the supermarket industry. Headquartered in Carlisle, Cumberland County, Pennsylvania, Giant is one of four retail operating companies under Ahold USA, with hundreds of stores serving a six-state market area.

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