

Sec. Vilsack appoints two from Pennsylvania

By SHERRY BUNTING
Special for Farmshine

WASHINGTON, D.C.—Members and others who attended PDMP's November Dairy Industry Issue Forum in Cumberland County will remember Robert Schupper. As dairy category manager for Giant Food Stores based in Carlisle, he spoke on the retail side of dairy at home in the U.S. during the daylong forum themed "dairy's place in the global market."

Schupper's comments showed he has a firm grasp of consumer trends in the dairy case, and tremendous insight for the industry leading up to the store shelf. He also has contact with dairy producers in the Commonwealth, and at the November Issue Forum, he noted that 99% of the fluid milk sold at the Giant Food Stores is produced in Pennsylvania.

Schupper will carry that savvy to Washington as one of 17 members of U.S. Secretary of Agriculture Tom Vilsack's Dairy Industry Advisory Committee.

For months, the industry has been anxiously anticipating the announcement of the Secretary's Advisory Committee members.

Late Wednesday afternoon, USDA announced the diverse members, who will study long-term solutions for America's struggling dairy industry and advise USDA. (See related story below.)

Schupper will represent the retail sector. He is a retail manager, who not only has many years of experience and insight in the dairy category, he also has understanding and connection to the production side of dairy.



Erick Coolidge



Robert Schupper

Schupper is not the only Pennsylvanian on Sec. Vilsack's Dairy Industry Advisory Committee.

Erick Coolidge, a fourth generation Tioga County dairy farmer and member of the Pennsylvania Dairy Task Force, was also named to USDA's Dairy Industry Advisory Committee.

Coolidge, and his wife Dixie and son Derick, milk 120 cows at Le-Ma-Ra Farm located just south of Wellsboro in Pennsylvania's northern tier. He has been a Tioga County Commis-

sioner since 1996. Coolidge also serves on the County Commissioners Association of Pennsylvania Environmental and Land Use Committee, and he serves as chairman of the Nutrient Management Subcommittee of the State Conservation Commission.

In addition to his appointment to the Pennsylvania Dairy Task Force, Coolidge has served on the Center for Dairy Excellence executive board since 2006.

Of the 17 members appointed by Secretary Vilsack to the USDA Dairy Industry Advisory Committee, nine are categorized as producers and four are from the dairy food processing industry. Representing retailers, consumers and academia are four members, including Schupper.

Dr. Andrew Novakovic, the Director of the Cornell University Program on Dairy Markets and Policy and cofounder and co-director of the National Institute for Livestock and Dairy Policy, was also appointed to USDA's Dairy Advisory Committee. Dr. Novakovic's area of expertise is Agricultural Policy and Economics of Agricultural Markets. He has been instrumental in efforts to bring together academic, industry, and government professionals to work on dairy industry issues.

In October, the Professional Dairy Managers of Pennsylvania (PDMP) published a Position Paper on the Long Term Viability of the Dairy Industry. The upcoming 2010 PA Dairy Summit will feature a panel on milk pricing, and in June, PDMP's first Issue Forum will focus on milk pricing and understanding your milk check. For more information on these educational opportunities or for a copy of PDMP's position paper, call 877.326.5993 or visit www.pdmp.org.

2010 Dairy Summit Feb. 3-4 features panel on 'Milk pricing: What went wrong, how it can be fixed'

LANCASTER, Pa.—In addition to speakers from Wegman's and McDonald's on the retail and foodservice connections in the dairy industry, the 2010 Pennsylvania Dairy Summit here on Feb. 3 and 4 will have a panel discussion on "Milk Pricing: What went wrong and how it can be fixed."

In 18 short months, milk prices went from all-time highs to all-time lows, leaving dairy producers across the country reeling from the losses.

In his role at Blimling & Associates, Bill Curley has seen the dairy debacle of 2009 play out first hand and will put the puzzle together to show what happened to milk prices, both domestically and internationally.

Also invited is Matt McKnight from the U.S. Dairy Export Council, an organization that represents the interests of U.S. producers and processors overseas. He will discuss the export and import piece and how that af-

fects domestic milk prices.

The Dairy Summit is the premier annual event bringing together all facets of dairy to collaborate on issues that affect the industry's future. Past Summits have attracted a crowd of nearly 600.

This year's agenda is packed with opportunities to learn and connect during the two day event. From dairy producer show case presentations and special topics connecting producers with retailers, to the breakout sessions on hot topics like immigration policies, electricity deregulation and alternative energy, latest forage technologies, and the dairy herd benchmark program... The 2010 Dairy Summit offers education, motivation, and fosters collaboration.

PDMP members can attend at a reduced rate. This is a good time to become a member or update your membership. For more information, contact 877.326.5993 and visit www.pdmp.org.

Sec. Vilsack Announces Members of the Dairy Industry Advisory Committee

Diverse Group to Advise USDA on Long Term Solutions

WASHINGTON, D.C.—Agriculture Secretary Tom Vilsack today announced the appointment of 17 members to a federal Dairy Industry Advisory Committee. Over the next two years, the committee will review the issues of farm milk price volatility, dairy farmer profitability and consolidation, and offer suggestions on ways USDA can best address the needs of a struggling dairy

industry. Representatives will include: producers and producer organizations, processors and processor organizations, handlers, consumers, academia, retailers, and state agencies involved in organic and non-organic dairy at the local, regional, national, and international levels.

"USDA has worked tirelessly to assist dairy farmers during these tough times,"

said Vilsack. "We've increased support prices under the Dairy Product Price Support Program, reactivated the Dairy Export Incentive Program, and bought 200 million pounds of nonfat dry milk for federal feeding programs. This committee, whose members come from all aspects of the dairy industry, will work to find long term solutions to assist this struggling industry."

Producer members appointed to the committee are: Erick Coolidge, Le-Ma-Ra Farm (Pa.); Timothy den Dulk, den Dulk Dairy Farm LLC (Mich.); Debora Erb, Springvale Farms/Landaff Creamery (N.H.); James Goodman, Northwood Farm (Wis.); James Krahn, Oregon Dairy Farmers Association (Ore.); Edward Maltby, Northeast Organic Dairy Producers Alliance (Mass.); Manuel Souza, Mel-Delin Dairy (Calif.); Ed Welch, Associated Milk Producers (Minn.); and James Williams, Williams Dairy Trucking Inc. (Ga.).

Representatives from the processing industry include: Jay Bryant, Maryland and Virginia Milk Producers Cooperative Association (Va.); Patricia Stroup, Nestle (Calif.); Sue Taylor, Leprino Food Companies Inc. (Colo.); and Robert Wills, Cedar Grove Cheese Inc. (Wis.).

Members representing state government, retail, academia, and consumers are: Rodney Nilsestuen, Wisconsin Department of Agriculture, Trade and Consumer Protection (Wis.); Robert Schupper, Giant Food Stores (Pa.); Andrew Novakovic, Cornell University (N.Y.); and Paul Bourbeau, Paboco Farms Inc. (Vt.).

All members will serve two-year terms, beginning in January 2010, and expiring Jan. 1, 2012.

The committee was expanded this year from 15 members to 17 and will hold its first meeting in early 2010. The meeting will be open to the public and USDA encourages public participation.

For additional information check the Dairy Industry Advisory Committee website, <http://www.ams.usda.gov/AMSV1.0/DairyAdvisoryCommittee>.

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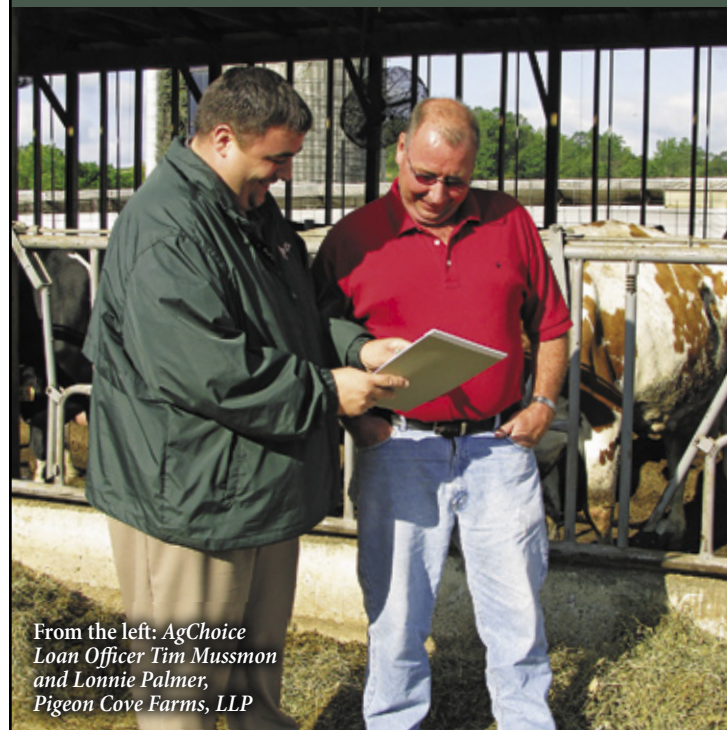
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