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***"We pledge to thoroughly and immediately review and study each of the issues that impact the price of milk paid to producers in order to determine and facilitate needed changes that may be required to reach our stated purpose of producer profitability, for now and in the future."***

Gary Genske's Radio Interview With Dairyline

"Well here we go again, Bill, we producers have ramped up production, expecting the export market to buy everything we make and we cashed in on the short term boom, at the possible expense of long term sustainability.

These dairy farm milk prices were the primary reason for our organization to get started four years ago, following the 2009 dairy crash. We created the National Dairy Producers Organization for the sole purpose of achieving "dairy profitability for sustainability".

We at NDPO lobbied against the income over feed margin protection plan, predicting the plan would be of no real benefit to dairy farmers and that is proving to be true. We lobbied for a meaningful dairy provision which called for reduced production during the times we are currently forecasting for 2015. We lobbied for sustainable milk prices, not a plan for slightly reduced losses. Co-ops and processors and their lobby groups in D.C., were far more entrenched with money and time invested in the Peterson-Simpson bill that ultimately turned into this margin protection plan of theirs. One prominent politician publically called our proposal Communistic to discourage congressional consideration for our proposal.

Our biggest obstacle in our farm bill efforts wasn't the message we delivered, that "no one should make more of a product than what can be profitably sold", our set back was: we were the new organization that had only a few hundred members. We were told that we needed to be better represented from the producer sector; our message or plan was fine, particularly since our plan was at no government cost.

Our goal remains "producer profitability for sustainability", and after 4 years we have about 600 dues paying members, mainly from Pennsylvania, New York, and Virginia, but are represented in all large dairy states. We continue to seek membership to unite the dairy farmers, all 45,000 of them.

Some of our goals:

1. To continue to educate producers on Tuesday national calls (details below).
2. Promote a higher grade of bottled milk going back to the old federal standards which CA never abandoned, thereby utilizing more milk solids which results in a better product, and this to attract more sales with a better product.
3. We have trademarked "100% USA Milk" retail logo and are making it available for all dairy products that qualify to use it.
4. We have two major ideas which we hope to eventually follow up on:
  - A) Work to replace the farm "price discovery", replacing the CME
  - B) Request hearings at USDA to make a couple of changes to update or improve classes of certain manufactured dairy products.

Success with these two issues, alone, could mean dollars/CWT on milk checks.

Our directors are volunteering their time toward these goals. We need membership, and more than that, we need the next generation of dairy farmers to get involved. This is their future!

Membership/National Representation is the key, go to our website [www.NationalDairyProducersOrganization.com](http://www.NationalDairyProducersOrganization.com) or call for a membership form at (949)375-4450 Thank you, Bill, for the airtime, our discussion here, could not have been more timely."

Be sure to check out our Facebook by clicking the "join the conversation" link located on our website.

**Tuesday National Calls 8 PM East – 5 PM West**

**Live Calls: (712)775-7035**

**Recorded Calls: (712)775-7039**

**Pin:330090#**

# Why We Pay For Being Good Dairy Farmers

by: Jacob W. Ricker, Staff NDPO

For decades, the goal of the average dairy farmer has been to make more milk and it is this very goal that will cause the national milk infrastructure to fail. It is almost ironic that the U.S. dairy farmer is so good at what they do, making milk, it could be considered a bad thing. Not to say that there is anything wrong with making milk as a dairy farmer, but when there is an abundance of excess milk that has resulted in a milk supply being greater than profitable demand and a continual loss of dairy farmers due to milk being sold for less than what it costs to make, our efficiencies appear to be a bad thing.

Unfortunately, many remaining dairy farmers continue to believe all they have to do is make more milk to survive and this in turn is causing dairy farm numbers to decline and a dwindling national milk producing infrastructure. The continual fight to be one of the last left standing is what is crippling the dairy industry as a whole. Shouldn't the U.S. dairy farmers and their co-ops and organizations which claim to work in farmers best interests strive to preserve our national milk producing infrastructure? Yes, but preservation is not happening, so rather than fight to be one of the lucky few left maybe we should band together and work against the current of economic volatility of high and low milk prices and try to achieve a more sustainable industry.

U.S. Dairy farmers need to consider the fundamentals: cow numbers are up, milk production is up, exports are declining, international dairy prices are collapsing, and boats loaded with dairy imports are headed our way. It is hard to be a dairy farmer right now, but fortunately, two of these fundamentals dairy farmers can control are cow numbers and milk production. Utilizing intelligent reduction of both cow numbers and milk production will lead to dairy farmer profitability and a more sustainable industry. No dairy processor is going to pay more that it has to, to get the milk it needs. Face the facts, there is plenty of milk on the market and if you won't sell milk for less than what it is worth someone else will. So, this over production of milk has perpetuated historical non-sustainable milk prices. Continuing to over supply the market with milk is financial suicide for most dairy farmers.

Everyone in the dairy industry should know that there would be a direct and immediate increase in the milk prices with any measurable stabilization or reduction in the supply of milk; it is the economic law of supply and demand. It is a struggle to remove ourselves from the classic ideology of "making more milk will solve all the problems" but rather move into a more forward ideology that is more center focused on "making profitable milk". Ultimately, that is what is needed if we are going to stop the continued loss of dairy farms. All market projections for future milk prices are assuming that dairy farmers will continue to do what they have always done, grasp the old ideals of production and look not to the future nor accept that they are getting swindled by being good at producing milk, so good in fact, that they produce milk in excess of profitable demand.

Balance must be brought into the industry; milk must be made at the equilibrium of profitable demand if our milk producing infrastructure is to grow and not collapse. NDPO is all about saving existing dairy farmers and our national milk producing infrastructure, we voice what needs to be said, and we struggle with you through the hard times. We too feel the pain of milk prices and we too worry for our dairy futures. We encourage you to join in on the NDPO's goal of sustainable profitability for the U.S. dairy farmers. Work with us and pursue sustainable dairy practices that can help us stabilize the swings in milk prices between the highs and lows, lower volatility and create a more stable industry as a whole.

**For more information visit: [www.nationaldairyproducersorganization.com](http://www.nationaldairyproducersorganization.com)**  
Or join our weekly Tuesday evening national calls at: (712)775-7035 {Pin:330090#}



# NATIONAL DAIRY PRODUCERS ORGANIZATION, INC.



## Membership/Assessment Application for The National Dairy Producers Organization, Inc.

Patron Name		Patron/Producer Number	
Address			If organic, check here
City	State	Zip	# of Acres
Phone	Email Address		# of Cows
Processor Name/Dairy Plant/Marketer Name			Phone
Address			
City	State	Zip	

Under National Dairy Producers Organization, Inc. bylaws, your contribution is considered your membership dues. The dues cannot be raised without your consent. This agreement gives the National Dairy Producers Organization, Inc. permission to use your money to accomplish the specific work of the organization, under direction of the board of directors on behalf of its members so as to help all dairy producers achieve and maintain a profitable price for all milk regardless of its use, or the city, state or region of the country in which milk is produced.

**Complete, sign, then mail or fax to:**

**National Dairy Producers Organization  
C/O Gary Genske, Treasurer  
1835 Newport Blvd., STE. D-263  
Costa Mesa, CA 92627  
Phone: 949-650-9580 Fax: 949-650-4490**

**Please initial one of the following:**

- 1) \_\_\_\_\_ I hereby authorize \$.01 (one cent) per hundredweight (CWT) plus \$20 per month assessments to be withheld from my monthly milk settlement payment and remitted to the National Dairy Producers Organization, Inc. at the above address, or
- 2) \_\_\_\_\_ I pledge payment of \$.01 (one cent) per hundredweight (CWT) plus \$20 per month to be paid by our dairy check and remitted to the National Dairy Producers Organization, Inc. at the above address, or
- 3) \_\_\_\_\_ I am a former dairy farmer and want to be a member of the National Dairy Producers Organization, Inc. and hereby pledge payment of \$80 for the annual membership dues to be remitted to the above address.

As of this date, this assessment request shall become effective and shall supersede prior National Dairy Producer Organization, Inc. assessments, if any.

**Sign:** \_\_\_\_\_ **Effective Date:** \_\_\_\_\_

The National Dairy Producers Organization, Inc. is a 501(C)(5), a not for profit organization.



# 100% USA MILK

Encourage your processors to use this trade mark

The 100% USA icon is not just a brand building tool, its a statement to the consumer that your company takes pride in the fact that your goods are produced in the United States. Let the consumer know that when they buy your product they are buying 100% USA regulated, quality.

100% USA

1835 Newport Blvd. Ste. D-263, Costa Mesa, CA 92627  
Email: administrator@100percentusa.org

(949)375-4450



**WE are**  
**100%...  
...are you?**



National Dairy Producers Organization  
1835 Newport Blvd., STE. D-263  
Costa Mesa, CA 92627

## NDPO Blog Post:

The U.S. dairy farmer seems to be committed to two absurd ideas: One, I should make more milk so I can get paid less for it.....suicidal for most dairy farmers, Two, I can be the last dairy farmer standing.....absurd because there will always be someone with more money to lose than you.

There is an alternative to absurdity.....join the NDPO

