

New World News



Tips on Working with the Media

In this issue of New World News, we focus on public relations tips. A new, large dairy operation is likely to attract media attention because people are curious to learn about it and may not understand how it operates.

As a progressive dairy producer, you have the opportunity and responsibility to educate the public. When getting requests from media, think about what key messages you want to con-

vey. Some examples may be stating that you bring an advanced knowledge of environmental management and all your facilities meet or exceed state and federal regulations.

If you receive a media request and would like help preparing for the interview, please contact Cecilia Conway at 419.337.5000.

Following are specific tips on working with the media in



an interview.

- Everything you say and provide is on the record.

This includes background information, off-handed remarks and remarks made jokingly.

- Educate the reporter.

Before the interview starts, do introduction and background of farm. Help with camera set-up to get desirable location.

Continued on page 4.

Market Data

The Mideast Federal Milk Marketing Order, which includes Michigan, Ohio and the majority of Indiana, experienced decreases in all four milk price classes.

For more information on the milk marketing system, visit the resources page at www.vrebahoff.com

July 2002 Prices announced on 8/02/02		
Class of Milk	Price per 100 pounds (or 45.36 kg.)	Change from Previous Month
I	\$12.82	-\$.21
II	\$11.14	-\$.05
III	\$9.33	-\$.76
IV	\$10.45	-\$.07

*The Class I price is adjusted based on location and will range from \$12.42-\$12.92.

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Dairy Benchmarks on the Web

Dairy producers can benchmark their financial performance against other farms their size by going to the internet.

The University of Wisconsin's Center for Dairy Profitability announced in late July it was making more than 5,000 records from 1995 through 2001 available for comparison on its website.

Reports cover earnings, balance sheets and cash flows, and can be broken down for whole farms, per commodity unit, per cow and per product year. To log on, go to: <http://cdp.wisc.edu/> and click on "Financial Benchmarks."

Source: agweb.com

Good PR with Neighbors

Although a housing development butts up against the north side of his lot, Martin Verhoeven, of Chino, Calif., hasn't had any complaints about smell or flies directed to him in the past five years. "We don't like flies or smell either," he says.

He hires a pest-control company to come out every other week to spray for flies. He also has someone "drag" or harrow the corrals every other week to churn up wet areas to facilitate drying. Verhoeven also lets



neighbors stop by occasionally to see the cows. Many of the neighbors — and their children — are particularly interested in the calvings. Currently, there are about 550 cows in the milking herd.

Source: dairyherd.com

Farm Bureau Releases Guide on Fostering Positive Relations

A coalition of agricultural groups and realtors in Wisconsin recently released a guide to increase awareness of farming practices between farmers and neighbors. The guide also covers rural landownership issues and provides tips on neighbor relations.

Following is an excerpt of neighbor relations tips provided by the Farm Bureau.



together throughout the year.

- Offer to plow your neighbor's driveway in winter.
- Contact neighbors prior to spreading manure on fields near their homes.
- Keep farm machinery off roads during work and school "drive times" in busy areas.
- Keep roads clean after manure application and field work.

livestock.

- Fail to remove debris from roads in a timely manner.
- Ignore questions from neighbors about farm practices.
- Do fieldwork next to a residence without providing some advanced notice for neighbors to shut windows from dust or odor.
- Make expansion or modernization changes without informing neighbors.
- Mismanage manure storage facilities or livestock areas, resulting in a serious odor problem

Source: wfbf.com

Good Farmer Tips

- Provide a welcome gift basket to new neighbors.
- Conduct farm tours and get-

Bad Farmer Behavior

- Allow livestock to frequently escape from fenced lots.
- Fail to pay for damages caused by

The Blackboard

Due to an interest in improving Spanish language skills, a couple of basic Spanish words will be featured in each issue of New World News.

If there are specific dairy terms or phrases you've found helpful to use on your dairy operation, please email them to newsletter@vrebahoff.com

Spanish Dairy Terms

Number	English Word	Spanish Word	Spanish Pronunciation
1	hoof/hooves	casco/s	CAWS-coe/s
2	stomach	estómago	es-TOE-maw-go
3	head	cabeza	caw-BAY-saw

Source: Simplified Dairyman's Spanish; Utah State University

Useful Facts for Media Interviews

To assist you in answering questions about the U.S. dairy industry and reasons for relocating to the U.S., Vreba-Hoff Dairy Development has pulled together talking points you may want to cover when speaking to the media.

Please remember when speaking to media (newspaper, radio or tv), **everything you say is "on the record" and may be used in their news story.**

Question: Who owns these large farm operations?

Talking Points:

- Explain that your farm is family operated
- Cite the fact that over 99% of dairies with 200 cows or more are family-owned. You may also want to mention some of the following facts provided by Ohio State University.

There are still approximately 100,000 commercial dairy farms operating in the United States. Of those, more than 99.5 percent are family owned. Interestingly, the same is true of large dairy farms.

Of farms with more than 200 cows, more than 99 percent are owned by families or small family corporations. Characteristics of Ohio dairy farms are similar to those that describe farms in the United States.

Question: Why are farmers in the Netherlands interested in relocating?

Talking Points:

- Highlight the population density issues in the Netherlands and the limited growth opportunities available due to land and milk quota costs.

Depending on the structure of your dairy, you may want to explain that it is now nearly impossible for a Dutch dairy farm to increase its size to bring their sons and daughters into the operations.

- Realize the person may have heard that "Dutch people are relocating here to avoid environmental regulations."

You can explain that you have an advanced knowledge of environmental management and all facilities are constructed to meet and/or exceed federal and state nutrient management requirements.

- You want to make clear that as a dairy producer, you are concerned about quality water. According to Hoard's Dairyman, it is estimated that a cow drinks a about 35 gallons of water each day. This equates to approximately a bathtub full of water.

As a dairy producer, explain that you realize that having a

consistent source of quality water is critical to the success of your dairy. Highlight steps you are taking to ensure it is safe

- You may also want to mention some of the following facts provided by the US Census and Netherlands Embassy.

The Netherlands covers an area equal to approximately:
45% of Indiana
28% of Michigan
40% of Ohio

Here's a comparison of the populations :

Netherlands	16.0 million people
Indiana	6.1 million people
Michigan	10.0 million people
Ohio	11.4 million people

Needless to say, land in the Netherlands is getting very scarce and expensive. Additionally, the Dutch government has agreed to new European Union regulations aimed at reducing by 25% the animal population over a period of ten years. It is now nearly impossible for a Dutch dairy farm to increase its size to bring their sons and daughters into the operations. Consequently, many Dutch farmers are selling their farms in their homeland and are relocating their families in other countries, primarily Canada, New Zealand, France, East Germany, Poland, Portugal, and the United States. Within the United States, the eastern cornbelt is rapidly becoming an area of choice for Dutch farmers. *Continued on page 4.*

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Heifers Available

25 Springing Holstein heifers available due to freshen starting September 1.

If interested, call 419.326.5100 after 5 pm.

Tips on Working with the Media (con.)

- Make sure you are ready.

Check to see what the direction of the story is. See what information they are seeking.

- Make your point using "sound bites."

Media, especially radio and tv, are looking for 10-20 second sound bites that the reporter can use. Prior to the interview, think about

what key messages you want to explain and prepare specific sound bites on them.

- If you don't know the answer, don't fake it.

Be honest with the reporter. It is acceptable to say, "I don't know."

Source: WI Farm Bureau



Useful Facts for Media Interviews (continued from page 3.)

The climate is similar to that of their homeland. Agronomic resources (soil, air, and water) are generally very favorable to milk production.

Question: Will a new large dairy operation depress milk prices paid to producers in the area?

Talking Points:

- Price changes depend on the overall milk supply and demand in the area.
- According to calculations done by Dr. Cameron Thraen at Ohio State, a new 700-cow dairy might produce 17.8 million pounds of milk annually which is a very small addition to the national milk supply of 164 billion pounds in 2001.

If this is "new" milk in the Midwest Market of Ohio/

Indiana/Michigan, it would reduce the farmer price less than a 1/2 cent per 100 pounds of milk.

- Another point to consider is the new 700-cow dairy may be replacing farms that are exiting the dairy business as a result of retirement or lack of new management to take over.
- Ohio is a milk deficient state (more milk processed and consumed than produced) and many of its processors are looking for additional milk to provide the dairy products consumed by its growing population. In order to retain dairy processors, a consistent, high-quality supply of milk must be available.

Watch for more responses to frequently asked questions in upcoming newsletters.

Announcements

Manure Hauling Assistance Available

For help with cleaning your manure pit, contact John Beining at 419.235.1341 or at 419.523.5023. John is located in Ottawa, Ohio and has references available.

Dairy Herdsperson Resumes Available

Vreba-Hoff Dairy Development recently received several resumes for a dairy herdsperson position. If you would like a copy of the resumes, contact Kim at 608.345.9868.

Updated Directory

An updated directory of Vreba-Hoff Dairy Development clients has been included in this newsletter. If you have any questions or changes to the information, contact Karen at 419.337.5000.