

New World News



Spokesperson Tips for Dairy Farmers

By Cecilia C.M. Conway

More and more newspaper and television attention is directed towards farmers and their operations.

As a way to prepare for working with news organizations, Ohio State Extension and the American Dairy Association recently organized a spokesperson training for dairy farmers. This training provided tips and prepared statements dairy farmers can use when handling media interviews.

To make the interview most effective the

seminar suggested that you develop key messages that are short, concise, and memorable, which the interviewer can key in on. The key messages must speak to what is most im-



portant to the audience, not what is most important to the farmer. An example of a key mes-

sage regarding the environment would be: "Farmland is the farmer's home, so it is personally important for farmers to protect the land for their families and future generations".

Other Interviewing tips include:

1. Prepare answers to anticipated questions
2. Develop a strong closing statement
3. Try to control the interview through the answers to your questions

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Improving Demand for Dairy Products

"The most recent consumption numbers indicate that overall [dairy] consumption growth is running in the low 2% range," says Michael Swanson, an economist with Wells Fargo & Co.

"This last report reinforces the outlook for moderate to good prices in dairy. Class III milk prices should cycle back towards their long-term average of \$11.25/cwt within the next two to three months."

Source: agweb.com

Market Update

The Mideast Federal Milk Marketing Order, which includes Michigan, Ohio and the majority of Indiana, had increases in all milk price classes. Class I milk is for fluid milk consumption (bottled milk); Class II is for soft products like yogurt, cream cheese; class III is for cheese and class IV is for butter, powder.

October 2003 Milk Prices (announced on 10/31/03)		
Class of Milk	Price per 100 pounds (or 45.36 kg.)	Change from Previous Month
I	\$16.47	+\$0.56
II	\$10.84	+\$0.08
III	\$14.39	+\$0.09
IV	\$10.16	+\$0.11

*The Class I price is adjusted based on location and will range from \$16.07-\$16.57.



4. Research articles written by the reporter doing the article
5. Restate your key messages often
6. If you quote studies, have hand-outs regarding these studies available
7. Ask to review the accuracy of your quotes.
8. Be yourself; be conversational
9. Make positive statements; don't use negative language
10. Have props related to milk displayed (i.e.: cheese platter, pitcher of milk)

We requested this seminar be scheduled again in other regions so more farmers can participate and we will forward information about future dates. If any one is interested in a list of prepared responses to questions, please contact Cecilia at 419.337.5000.

Web Resources

There are a number of dairy Websites available to research information on the dairy industry in preparation of interview. Some examples are:

www.dairyresponse.com

Site designed to help dairy producers communicate with others about animal health issues

www.nationaldairyCouncil.org

Features scientific research on the health benefits of dairy

www.usdec.org

General information about the US Dairy Export Council

dairy.osu.edu

Ohio State University's site providing scientific info

www.acsh.org

News from the American Council on Science and Health

Cheese, yogurt do well in school vending test

Source: dairyherd.com

Add cheese and yogurt to dairy vending machines in school and what do you get? Kids that voluntarily increase their total intake of dairy products. At least that's what a pilot program conducted by the Midwest Dairy Association, Swiss Valley Farms and Dairy Management Inc showed.

The groups placed state-of-the-art vending machines in 17 middle and

high schools in several Iowa and Illinois towns at the beginning of the 2002-03 school year. In addition to fluid milk the vending machines were also stocked with several dairy snacks. Key findings from the study include:

— Total milk consumption increased 5.1 percent by volume per school over the previous year when dairy vending machines were not used.

— Top sellers were milk with 60 percent of vending sales, followed by cheese with 24 percent and yogurt with 16 percent.

— Availability of 16-ounce units (vs. eight ounces) increased the total amount of milk sold.

— Yogurt and cheese sales from vending were incremental; they added to total sales, rather than displacing sales that would have occurred from the lunch line.

National Pollution Discharge Elimination System (NPDES) Permits

By Karen S. Miller

<p>Who Needs An NPDES Permit</p>	<p>The new national Environmental Protection Agency rules for Confined Animal Feed Operations, or CAFOs, became effective in April 2003. These rules require all medium and large CAFOs to apply for a federal National Pollution Discharge Elimination System (NPDES) permit, submit an annual report, and develop and follow a plan for handling, storing and applying animal manure and wastewater. All livestock, dairy and poultry farmers are responsible for determining if they need an NPDES permit and for submitting the application.</p>		
<p>What is a CAFO</p>	<p>A dairy farm is defined as a large CAFO if it has 700 or more mature dairy cows. A medium CAFO is any dairy with 200 to 699 mature dairy cows and has a man made ditch or pipe that carries manure, or wastewater from the operation to surface water, or the animals come into contact with surface water running through the area of confinement. Additionally the permitting authority has the right to designate any farm as a CAFO, irregardless of its size, if, after being inspected, it is found to be adding pollutants to surface waters.</p>		
<p>State Agency Issuing NPDES Permits</p>	<p>Indiana Department of Environmental Management</p>	<p>Michigan Department of Environmental Quality</p>	<p>Ohio Environmental Protection Agency The permit authority is expected to move to the Ohio Department of Agriculture in about one year.</p>
<p>Permit Requirements by State</p>	<p>Similar to Ohio. If a facility has over 700 dairy animals they will be required to file for the NPDES permit within three years and smaller facilities that have had a discharge would need the permit immediately.</p> <p>The Indiana Dept. of Environmental Management has sent out letters to several facilities over the past year with instructions on completing the permit application.</p>	<p>A CAFO general NPDES permit will cover animal feeding operations with 700 dairy animals or greater that have or have had within the last two years a MDEQ verified discharge. The MDEQ will require these facilities to apply for coverage under the CAFO general permit.</p> <p>For the duration of this CAFO Plan, animal feeding operations with 700 dairy animals or greater that have not had a discharge will have the option to become certified under the Michigan Agriculture Environmental Assurance Program or make application for coverage under a CAFO general permit.</p>	<p>"Newly regulated" facilities, which would be dairy farms that currently hold a permit to install and/or permit to operate with the Ohio EPA or ODA and do not have a discharge, have until April of 2006 to submit their NPDES application to the appropriate agency.</p> <p>Facilities that were a CAFO under the previous rules must apply for a NPDES permit immediately with the Ohio EPA. Newly constructed CAFO's, must apply for a permit 180 days prior to commencing the operation. "Designated CAFOs" must apply within 90 days after receiving a notice that they have been designated as such.</p>
<p>US EPA's role</p>	<p>The US EPA has independent authority to collect information from, and evaluate and enforce compliance by CAFOs.</p>		
<p>State's role</p>	<p>The States issue permits, and evaluate and enforce compliance. The Clean Water Act (CWA) requires States to have compliance evaluation programs capable of identifying CAFOs that discharge without a permit, fail to meet permit application requirements, or are in violation of the terms and conditions of their permit. The States also enforce compliance when violations occur.</p>		
<p>Resources</p>	<p>Further information is available at: www.epa.gov/r5water/npdestek/npdcafostateprograms.htm You can also contact Karen at 419.337.5000 for assistance.</p>		

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Announcements

Vreba-Hoff Dairy Development will be closed on November 27, 28; December 25, and 26.

Monique van Zelst, who worked with VISAs, has left Vreba-Hoff Dairy Development to pursue other interests. We wish her best of luck in her future endeavors.



Adjusting to Social Life in the US

When asked about adjusting to dairying in the US, Jose Van Wezel emphasizes "it's important that people see us as a family— not only as Wezbra Dairy."

"When you look for a spot to relocate to," says Jose, "you need to look where you have a feeling you can start a new life. Of course individuals who have business relationship with you will welcome you. We believe it is important also to seek relationships with people in the community that are outside of the business."

Jeroen and Jose Van Wezel decided to sell

their dairy farm in the Netherlands and relocate to the United States in February 2000. In June 2000, the Van Wezels purchased 160 acres of farmland in Miller City, Ohio and began operating Wezbra Dairy on October 17, 2001. Today, the Van Wezels and their three children, Stÿn, Janke and Sofie, are enjoying living and dairying in northwest Ohio.

"It's important that people see us as a family— not only as Wezbra Dairy."

"We've been able to find our friends by going to community events and meeting people at local restaurants. We try to be involved with school events and encourage people to attend community events like local football and basketball games. Often the people who are involved in the community events are also the township trustees and local government officials."

Every Christmas they go with a little present to their neighbors.

"It is important you know your neighbors", says Jeroen. "We hope if they have a concern or problem with

the dairy they contact us so we can find a solution together."

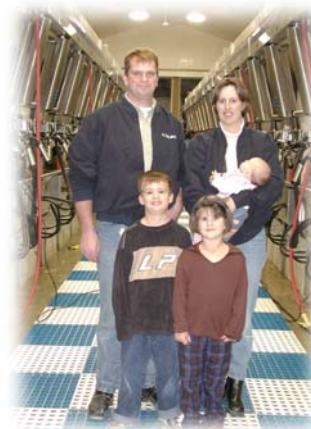
The Van Wezels have also made an effort to work with other local dairy producers.



Above: Participating in local sports teams is one way the Van Wezels are involved in the community. Their son, Stÿn, is in the back row second from the left and Jeroen assists with coaching the team.

Recently, they were approached about sponsoring the annual high school yearbook which shows photos of the high school students and their activities.

"Instead of sponsoring as Wezbra Dairy," says Jose, "we decided to Contact the other area dairy producers and place a yearbook sponsorship together. This way people also see us as part of the community."



Above: Jeroen and Jose Van Wezel and their children, Stÿn, Janke, and Sofie.