

# National Workshop: USDA's proposed changes to Milk Pricing under Federal Milk Marketing Orders

## *What's being proposed — and why*

**Wednesday, September 18**

**10:00 AM - 3:30 PM**

**Sheraton Hotel**

706 John Nolen Dr., Madison, WI

**USDA's Agricultural Marketing Service has proposed the largest changes to US milk pricing regulations in over two decades.**

Join us for a one-day workshop to discuss the implications for dairy industry organizations and the perspectives of different regions and stakeholders.

### Topics of discussion

#### **Detailed analysis of proposed changes**

Understand the specifics of USDA's proposed milk pricing changes and what remains unchanged.

#### **Rationale behind the changes**

Learn why USDA is making these recommendations now and what they aim to achieve.

#### **Process and timeline**

Get insights into the regulatory process, current status, and the forthcoming vote by dairy producers.

#### **Regional impacts**

Discover how these changes will affect dairy farmers and cooperatives in various U.S. regions.

#### **Industry implications**

Explore the potential impacts on dairy processing companies, input suppliers, and consumers.

#### **Future projections**

Discuss how these changes could pave the way for further adjustments under the Farm Bill.

#### **Diverse perspectives**

Hear from various dairy industry organizations about their views on the potential impacts.

### Questions we'll address

- What changes to milk pricing is USDA proposing? What are they *not* proposing to change?
- Why is USDA proposing these changes?
- What are the regional implications of these proposed changes for dairy farmers and cooperatives? For dairy processing companies? For dairy input suppliers? Consumers?
- Where are we in the change-making process?
- What's the process for dairy producers to vote on whether or not to accept the changes?
- How do various dairy industry organizations view the potential impacts?
- How do the proposed changes correlate to the potential for additional changes under the Farm Bill?

### Secure your spot today

Whether you join us in person, via live stream or recording, let's navigate these changes together and strengthen the future of our dairy communities.



## Presenters



**Mike Brown** is the chief economist for International Dairy Foods Association (IDFA); his role includes leading economic and policy analysis and strategy development related to dairy policy and pricing. A recognized expert on milk pricing policy, he has worked for both farmer-owned cooperatives and proprietary businesses, all current IDFA members. Previously, Brown led the milk and dairy procurement team for The Kroger Co. as director of the dairy supply chain.



**Stephen Cain** serves as the senior director of economic research and analysis for National Milk Producers Federation (NMPF) and the US Dairy Export Council (USDEC). Stephen supports the federation and council through the analysis of both domestic and international dairy markets. He regularly publishes reports on dairy market dynamics and provides ad-hoc analysis on a wide range of dairy and related topics.



**Calvin Covington** has spent over 50 years working for dairy farmer organizations, starting as a milk tester with his local DHIA association. He then worked for the national Jersey cattle association where he eventually served as Executive Secretary. From there he went to Southeast Milk, Inc., serving as CEO. The author of numerous milk marketing articles, Covington has testified at many federal milk order hearings and spoken to dairy industry groups throughout the U.S. and in over 30 countries.



**Dr. Charles Nicholson** is an Associate Professor in the Departments of Animal and Dairy Sciences and Agricultural and Applied Economics at the University of Wisconsin-Madison whose position is supported by the UW Dairy Innovation Hub. His research focuses on the economic analysis of dairy production, marketing and policy issues. Dr. Nicholson's research also includes the economics of livestock systems in low- and middle-income countries, systems modeling of food value chains and linkages to food security, and the economics and environmental impacts of controlled-environment agriculture.



**Leonard Polzin** serves as a Dairy Markets and Policy Outreach Specialist at the University of Wisconsin Extension. His role involves integrating research findings into outreach efforts aimed at agricultural industry stakeholders at both the state and national levels. Leonard's outreach education programs primarily revolve around dairy markets and policy. His role also includes working with dairy price risk management programs, Federal Milk Marketing Orders and the evolving structure of the farm and processing sector.



**Dr. Mark Stephenson** is retired from the University of Wisconsin-Madison, having served as the director of Dairy Policy Analysis. In this position, Dr. Stephenson conducted research and outreach activities related to the dairy industry and was involved in applied research at the farm level, including milk assembly costs, processing costs, new processing technologies, farm costs and price risk management. He was also active in sector-level performance including dairy policy, spatial milk pricing, international trade and milk price forecasting.



**John Umhoefer** is executive director of the Wisconsin Cheese Makers Association, a business trade association serving Wisconsin's \$10 billion cheese manufacturing and processing industry. In this role, Umhoefer oversees a team of employees dedicated to working with federal and state legislators, as well as regulators in agriculture, natural resources, business development and health, to build and improve the dairy industry while preserving resources for generations to come.



**Geoffrey Vanden Heuvel** is the director of Regulatory and Economic Affairs for Milk Producers Council, a California dairy farmer trade association. Prior to his current position, Vanden Heuvel spent 39 years as a Chino, California, dairy farmer, during which time he was also a board member and consultant for Milk Producers Council focusing on milk pricing regulation and policy. In 2018 he retired from dairying and moved to Tulare. He has since focused on water supply issues for the dairy industry in addition to milk economics issues.



**Dr. Chris Wolf** received a Bachelor's of Science degree in Agricultural Economics from the University of Wisconsin-Madison, and his PhD degree in Agricultural and Resource Economics from the University of California at Davis. Dr. Wolf served on the agricultural economics faculty for 21 years at Michigan State University where he earned distinctions for his research, teaching and extension primarily related to dairy farm management, production economics and the impacts of US policy and markets on the dairy sector. He currently is an E.V. Baker Professor of Agricultural Economics at Cornell University.

## Register today!

### Enjoy this workshop in one of three ways:

1. Join us in **person** for engaging discussions
2. Access the program via the **livestream**
3. Watch the **recording** on your schedule



To register, scan the QR code, visit [www.pdpw.org](http://www.pdpw.org) or call 800-947-7379.

**Price: \$59/person**

## Collaborating partners

