



# Pipeline

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## Plant Operations Saw Record-Breaking Year *in* 2020

Maryland & Virginia's Operations team worked hard throughout 2020 to ensure that we met the demands of the market, which saw unprecedented swings and shifts since the start of the pandemic. From increasing production to taking cost-savings measures at the plants, last year ended on a high note for the operations team.

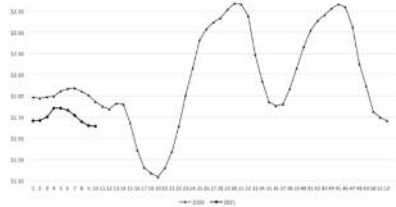
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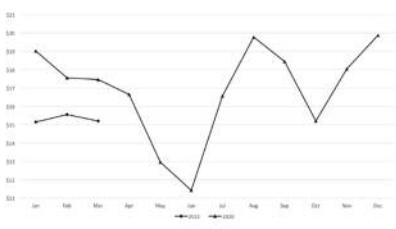
# Markets At-A-Glance

### NASS Cheese Price



The NASS Block Cheddar price for March 6, 2021 is 1.6135, which is \$0.23 lower than the March 7, 2020 price.

### Class I Mover



The March Class I Mover is \$15.20, down \$0.34 from last month's price of \$15.54. This price is \$2.26 lower than the March 2020 price. The Class 1 year to date average is \$15.29.

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*Operations continued from page 1*

“All sectors of our operations saw increased volumes. In our Consumer Products division, year-over-year from 2019 to 2020, we saw a 4.2 million gallon increase in products produced at these plants,” said Todd Aarons, Executive Vice President of Operations. “In our Ingredients division, we ran a record 993 million pounds of milk through our two ingredients plants.”

All-in-all, the cooperative processed 3.53 billion pounds of milk through our four facilities, an increase of 320 million pounds from 2019.



Improvements made across the plants contributed to the ability to increase volume. The new batch processor in the Landover, Maryland plant allowed both an increase in capacity as well as a mix of new products that could be processed in that facility. One of those products is the whole chocolate milk bottled under the Maola brand and sold in Costco® stores.

At the Newport News, Virginia plant, an investment in the plant’s ability to make more of its own plastic gallon bottles has resulted in an increase of 50% more bottles made versus purchased from outside suppliers in only a few short months after starting this project.

Preventing waste across the division was also one of the cooperative’s main objectives in 2020. At the plant level, we reduced our production waste from 2.8% in 2019 to 2.2% in 2020.

The Laurel, Maryland plant also played a key role in increasing the production capabilities of our products. Upgrades to the dryer allowed it to produce not only more milk powder, but also different types of powder for the international market. Those higher throughput levels ensured that we could take in all our members’ milk without any issue and process it into value-added products like skim milk powder (SMP). SMP, a special protein standardized powder for export markets, was started and perfected in the second half of 2020 with SMP easily adding up to 20% of the total powder sold for the year.

The transportation team made large contributions in savings by reducing the number of trailers we needed to haul our products for a total of 35 units. Fuel contracting in 2021 is set and bulk fuel deliveries are in the works.

“I need to thank our employees for the increase in production as well as the reduction in costs. Their dedication to our goals and attention to our performance metrics made this possible. Along with that, they continued to operate admirably amidst new policies and procedures as our teams adapted to the realities of COVID-19,” Todd Aarons said. “The investments that our membership made were the unsung heroes of 2020. The increased capacity and new functions were only possible thanks to the strategic decisions made by the Board of Directors and we are looking forward to where those investments will take us in 2021.”

# Maola Receives Two Top Honors!

The Maola brand has not one, but two top awards to be proud of. In 2020, **Maola Eggnog** won a national eggnog contest and the Maola sales division was named the top **Direct Store Delivery** by Starbucks®.

### The 2020 Nog-Off Award from Quality Chekd

In December of 2020, Maola earned the top spot in the 2020 Egg Nog-Off Contest presented by Quality Chekd. The latest recipe for Maola Egg Nog brought a smoother feel and lighter color to the holiday season. The recipe also called for more of a nutmeg taste than previous editions.

“Maola Eggnog has been a seasonal favorite for our customers for decades and we are glad the judges agreed,” said Todd Aarons, Executive Vice President of Operations.

The consumer preference judges at Merieux Lab rated Maola’s Egg Nog as the top regular egg nog across 30 other competitors from around the country. They noted the Nog had a unique flavor and a good body and color. While egg nog has left store shelves for now, we look forward to being able to bring this level of taste to the product again next year as the reigning “Nog-Off” champion!

### Top DSD from a National Customer

Maola’s Direct Store Delivery (DSD) earned the distribution team the honor of being Starbucks’ top DSD unit in 2020. Maryland & Virginia filled 99.4% of orders for Starbucks through the year - the best fill rate for all DSD groups across the United States and Canada.

“This figure is a huge testament to the hard work of our team in the distribution unit. I thank them for being so diligent in taking care of all our DSD customers on time and on target,” said Brian Linney, COO.

Maryland & Virginia’s distribution group also had the best percentage of follow-ups on complaints for deliveries to Starbucks in the U.S. and Canada as well. “We improved that relationship by almost five-fold from the 2019 report. Of those complaints, only one was a quality issue with a product. We are proud that end customers are getting the best dairy products in their coffees each time,” Brian added.

A hearty thank you also goes out to our team at the Newport News plant. Their attention to detail and dedication to quality is paramount to our being able to deliver this level of service. “They kept the products flowing throughout 2020, despite very tough circumstances. This honor would not have been possible without their hard work,” Brian said.

Find out where to purchase Maola Milk and get the latest Maola news at <https://maolamilk.com/>.



# 101<sup>st</sup> Annual Meeting

Please Join Us!

**Maryland & Virginia Milk Producers Cooperative will hold its 101st Annual Business Meeting, in a virtual format, March 30 and 31, 2021.** The March 30 meeting will feature highlights from the sales and operations team. The March 31 meeting will serve as the official business meeting.

Members *must register in advance* to participate. Once registered, members will receive call-in or login instructions for the meeting, depending on how they choose to participate.

If you do not have internet to register online, and can only participate by phone, please call the Reston office at 1-800-552-1976 to RSVP. Members will be provided call-in details for each of the sessions that they plan to attend. Call-in registration is only available Monday through Friday from 8:45 a.m. to 4:45 p.m.

Members who register by March 22 for the Annual Meetings will receive a registration gift from Cheryl’s Cookies. Members who register and attend the meetings will also receive a MDVA gift box of logo items and will be eligible to win a door prize (winners will be announced at the end of each meeting).

### Annual Meeting Agenda

March 30, 2021 / 10:30 a.m. EDT  
**Spotlight on Operations Webinar**  
Members will hear updates on sales and marketing with Todd Aarons, Executive Vice President of Operations, and Brian Linney, COO.  
> Register at <http://bit.ly/MDVAOperations2021>

March 31, 2021 / 9:30 a.m. EDT  
**Annual Business Meeting**  
The formal business meeting will be held for the purpose of receiving officer reports, electing directors, and transacting any other business that may come before the membership. The cooperative’s 50-Year Members and Producer of the Year will be recognized during the business meeting.  
> Register at <http://bit.ly/MDVA2021AnnualMeeting>

Never used Zoom or would like to test it before the meetings? Maryland & Virginia will host a ‘How to Join & Participate in A Virtual Zoom Meeting’ on Wednesday, March 17 at noon.  
> Register at <http://bit.ly/MDVAZoom101>



Do you have a FARM Animal Care evaluation coming up soon?  
In order to help members prepare for their next evaluation, Maryland & Virginia has several resources available.

Any member due for an evaluation will receive a ‘one-pager’ – a single document that outlines what information to gather before your evaluation (such as total number of animals on your farm, cull rate and average somatic cell count) and also provides an overview of what to expect during the evaluation and post-evaluation follow up.

Continuing Education is now part of FARM 4.0  
With the 4.0 program, continuing education must be provided for all non-family employees and all family members that work with cattle on an annual basis. Continuing education needs to be provided to employees that have responsibilities in these five areas:

1. Stockmanship & Animal Handling / 2. Pre-weaned Calf Care
3. Non-Ambulatory Animal Care / 4. Fitness to Transport / 5. Euthanasia

Not all employees require continuing education in every area. For example, if an employee only milks and has no other responsibilities, they only need continuing education in stockmanship. Also, you or your employees can satisfy the yearly requirement for animal care by reading a dairy animal care article in *Hoard’s Dairyman*, a subscription to which all Maryland & Virginia members receive.

Here are some additional resources that can help you have a successful evaluation:

- Drug Treatment Record Chart  
This chart allows members to record treatments like antibiotics, vaccinations along with details such as date of treatment, dose and withdrawal times.
- Standard Operating Procedures Binder for Small Farms  
This resource is available to any member who hasn’t received an SOP binder from their vet.
- Standard Operating Procedures Binder for Farms with Employees  
This resource includes a cow care agreement and continuing education documents in both English and Spanish.
- Request a binder or drug treatment chart by contacting your Sustainability Specialist or Janae Klingler at [jklingler@mdvamilk.com](mailto:jklingler@mdvamilk.com) or (717) 305-8257.

Animal Care articles and FARM 4.0 Continuing Education Member Webinar recording  
These are available on the MDVA Member Portal at <https://members.mdvamilk.com/>.

Resources in Spanish  
Resources in Spanish are available on The National FARM website at <https://nationaldairyfarm.com/producer-resources/>.

FARM 4.0

Animal Care Resources



Janae Klingler  
Newville, Pennsylvania  
Manager of Animal Care & Sustainability

JANAЕ KLINGLER joined Maryland & Virginia’s staff in 2012 and has led our Animal Care and Sustainability team since 2019. Janae graduated from Penn State University with a degree in Animal Science. She grew up on her family’s dairy farm in Central Pennsylvania, milking 50 head for much of her early years.

Janae has been instrumental in helping member-owners secure sustainability projects with the Turkey Hill Clean Water Partnership (THCWP) and expand the reach of conservation resources to more members.

Janae’s coverage region includes western and northern Pennsylvania. When not working with members on enhancing their sustainability and animal care procedures, Janae enjoys coaching a local pony club and going to country music concerts.



Hannah Walmer  
Richland, Pennsylvania  
Sustainability Specialist

HANNAH WALMER has been with Maryland & Virginia for nine years, starting as a field representative and becoming a member of our Animal Care and Sustainability team in 2019. Hannah graduated from Delaware Valley College with a degree in Dairy Science and grew up on a 60 head dairy.

Hannah has served multiple farms that have received funding from the Turkey Hill Clean Water Partnership (THCWP) and has assisted members in securing funding for projects on-farm.

Hannah’s coverage region spans across eastern and central Pennsylvania. Outside of work, Hannah enjoys being an active member in her church with her husband, where they serve as youth leaders. Hannah is a mom to three girls.



Marisa Little  
Keymar, Maryland  
Sustainability Specialist

MARISA LITTLE has been with Maryland & Virginia for one year. She has worked as a farm manager and grew up between two family dairy farms. She is working completing her bachelor’s degree in Agribusiness Management from Penn State University.

Marisa serves farms in south central Pennsylvania, Maryland, Delaware, West Virginia and Virginia. She has worked with members to secure sustainability funding for projects through a program with our customers at Nestle.

When Marisa is not working with members, she spends her time showing her Brown Swiss and Jersey cattle at local, state and national shows. She also enjoys being a board member and show committee chairwoman of the Maryland Brown Swiss Association.



Diane Ferello  
Zebulon, North Carolina  
Sustainability Associate

DIANE FERELLO has been a Maryland & Virginia contractor since 2020. Diane is the former Director of Livestock and Poultry Facilities at the NC State University College of Veterinary Medicine. She retired from NC State College of Veterinary Medicine after 27 years there. Diane holds a Master of Animal Science from North Carolina State. She also works with Cargill as a Consumer Specialist on its Nutrena product line. She works with members in Southern Virginia, North Carolina, South Carolina, Tennessee, Georgia and Kentucky. When not visiting member farms, Diane enjoys doing mission work for Christian Veterinary Mission, gardening and relaxing at the lake.



For questions about the FARM program or sustainability project inquiries, contact one of the Sustainability Specialists. See our staff contact list on page 8 for contact information.





# Maryland & Virginia is featured in two *Dairy Foods* stories

*Dairy Foods* magazine recently featured Maryland & Virginia and our Maola brand prominently in a pair of stories in their January 2021 edition.

The cover story – a corporate overview of Maryland & Virginia – includes a video featuring CEO Jay Bryant asserting what he believes makes the cooperative unique. A profile story showcasing the Landover processing plant emphasizes the importance of employee safety in the process. You can read the articles and watch the video at <http://bit.ly/MDVADF2021>.



**DECEMBER**  
Sylvan K. Fisher, Christiana, Pennsylvania  
Kevin H. & Lisa A. McGeever, Pottsville, Pennsylvania  
Mervin M. Kreider, Myerstown, Pennsylvania  
Glen A. Martin, Martin Tire Co., Narvon, Pennsylvania  
David E. & Rachel E. Stoltzfus, Gordonville, Pennsylvania  
AJ Compagnola, Nazareth, Pennsylvania  
Lon A. & Darlene H. Horst, Morgantown, Pennsylvania  
Glen O. & Jobeth K. Gingrich, Morgantown, Pennsylvania  
William S. & Emily I. Hoover, Mertztown, Pennsylvania

**JANUARY**  
Levi M. & Anna K. Fisher, Gordonville, Pennsylvania  
Ben K. & Sarah L., Fisher, Cochranville, Pennsylvania  
Melvin B. & Mary Ellen Miller, Lititz, Pennsylvania  
Benjamin D. & Rosene J. Sensenig, Shickshinny, Pennsylvania  
Elvin N. & Margaret Z. Newswanger, Narvon, Pennsylvania  
John H. Horning, Lebanon, Pennsylvania  
Sylvan L. Martin, Lebanon, Pennsylvania  
Elmer E. & Barbara B. Stoltzfus, Kinzers, Pennsylvania  
Daniel A. & Emma Ruth Stoltzfus, Gap, Pennsylvania  
David K. & Ruthie L. Blank, Narvon, Pennsylvania  
Travis J. & Janessa F. Musser, Fredericksburg, Pennsylvania  
Solomon B. & Arie K. Fisher, Myerstown, Pennsylvania  
Dwight E. & Charlotte E. Hostetter, Lebanon, Pennsylvania  
Amos K. & Barbie B. Esh, Lancaster, Pennsylvania  
Ephriam E. & Lydia S. Stoltzfus, Christiana, Pennsylvania  
Lee A. Schriever, Warfordsburg, Pennsylvania  
Wayne E. Martin, Robesonia, Pennsylvania  
Daniel B. & Barbie L. Esh, Rebersburg, Pennsylvania  
Ephraim S. & Barbie K. Petersheim, Quarryville, Pennsylvania  
Elmer & Rachel Stoltzfus, Oxford, Pennsylvania  
Stevie U. & Barbara B. King, Kirkwood, Pennsylvania  
Levi F. Fisher, Loganton, Pennsylvania  
Elam B. & Sarah Z. Miller, Ronks, Pennsylvania  
Henry S. & Katie M. Lapp, Nottingham, Pennsylvania

**FEBRUARY**  
Dwight S. Freed, Rebersburg, Pennsylvania  
Javon M. Stump Myerstown, Pennsylvania  
Steven Z. & Hannah K. Fisher, Quarryville, Pennsylvania  
John S. & Rebeca B. Stoltzfus, Quarryville, Pennsylvania  
James S. & Anna F. Lantz, Leola, Pennsylvania  
John B. & Mary Z. King, Gap, Pennsylvania  
Israel S. & Rebecca S. Stoltzfus, Danville, Pennsylvania  
Samuel E. & Mary K. Stoltzfus, Gordonville, Pennsylvania  
Amos J. & Linda K. Beiler, Lancaster, Pennsylvania  
John S. Beiler, Paradise, Pennsylvania

# Register for our Upcoming Member Webinars

*Members must pre-register to participate.*

*Members may participate by phone, computer, tablet or mobile device. Every webinar is recorded, and the recording is made available in the Members Only portal at [www.mdvamilk.com](http://www.mdvamilk.com) under Resources.*

## MARCH WEBINAR

**ZOOM - How to Participate in a Meeting  
12:00 noon, EDT, March 17, 2021**

New to Zoom or want to practice participating in a Zoom meeting? Join the March webinar to learn how to participate in a Zoom meeting for the upcoming MDVA Annual Meetings.


**Register at  
<https://bit.ly/MDVAZoom101>**

## APRIL WEBINAR

**Sustainability Projects Producer Panel  
12:00 noon, EDT, April 21, 2021**

Thinking of doing conservation-related projects on your farm? Hear from a panel of producers who participated in one of Maryland & Virginia's sustainability projects with the Turkey Hill Clean Water Partnership and the Nestlé Project. Members will have the opportunity to ask questions and learn first-hand from their fellow producers.

**Register at  
<http://bit.ly/April2021MDVAwebinar>**




# Co-op Cooks & Co.

March is National Nutrition Month!

VIEW RECIPE ONLINE

### Cottage Cheese Pancakes

8 oz. cottage cheese	1 cup milk
2 cups all-purpose flour	2 eggs
1+1/2 tbsp brown sugar (dark or light)	1 tbsp vanilla paste
1+1/2 tsp baking powder	1 tsp ground nutmeg
1 tsp baking soda	1/2 tsp ground ginger
1 tsp salt	1/2 stick butter (for cooking)



1. Mix together all dry pancake ingredients in one bowl and mix together all wet pancake ingredients in another bowl. 2. Incorporate the wet into the dry and mix thoroughly, let it rest for 10 minutes.
3. Add a dab of butter to a skillet on medium heat, then ladle approx. 4 oz. of batter and flip pancake when you see bubbles on the surface, about 3 - 4 minutes. 4. Serve with banana slices and syrup of choice or caramel.

SHARE *YOUR* FAVORITE DISHES! Submit your recipe, contact information, and fun fact about you or the dish to [droland@mdvamilk.com](mailto:droland@mdvamilk.com) or call 814-386-8000.

# TRADING POST

**WANTED**  
Seeking VA milk base. Call 717-442-4784.

**FOR SALE**  
T7050 New Holland four-wheel drive tractor with only 2500 hours. 8" x 4" wide Ditch Witch skid loader attachment. Pictures available. Call 717-552-1500 for all inquiries.

**FOR SALE**  
1000 gallon Girton milk tank with lid and stirring paddle the stirring motor and a/c not included). Tank is in great shape. Open to offers. Can email photos. Call Eric Heidig at 540-845-9805 or Ejh071762@aol.com.

**FOR SALE**  
4516 Meyer forage wagons (3), \$5000. each. Haybuster 2650 haygrinder in great condition, \$16,000. Call 804-852-3407.

**FOR SALE**  
60 feet of Conewango 5/8 milker hose. Never used. \$100. Call 717-235-4437.

To place a Trading Post listing, contact Daniela Roland at [droland@mdvamilk.com](mailto:droland@mdvamilk.com) or call 814-386-8000.



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## HAVE YOU HEARD?

DAIRY NEWS FROM AROUND THE INDUSTRY



### OUR MISSION

To provide a sustainable cooperative that maximizes value to our farmer-owners, employees, and customers.

## Cheese Suppliers Swept Up In TikTok Video Recipe Phenomenon 'Baked Feta Pasta'



It's an exceedingly easy, extremely creamy oven-baked pasta sauce made with a whole block of feta cheese nestled into a pint of cherry tomatoes, with olive oil, chiles and garlic. The recipe first caught fire in Finland in 2018, after the food blogger Jenni Hayrinen made uunifetapasta, Finnish for oven-baked feta pasta. But it didn't really take off in the United States until it started racking up ecstatic fans on TikTok in early January. Now #fetapasta has more than 600 million views, not counting spillover into Instagram, Twitter, Facebook and followers of Rachael Ray, the "Today" show and "Good Morning America." By mid-February, when feta was the No. 1 search term on the Instacart grocery delivery app, The

Charlotte Observer reported temporarily empty feta shelves at local stores like Harris Teeter supermarkets. Demand was up 200 percent, said Danna Robinson, a spokeswoman for the company, which operates more than 230 stores in seven states. But feta is not the only food to get a real-world boost from TikTok. And it likely won't be the last, given the rapidly rising status of TikTok recipes like the baked oat cake and do-it-yourself vegan chicken. — *New York Times*

## Checkoff-supported Research Shows That Removing Dairy Cows Will Not Stop Climate Change

A recent USDA and Virginia Tech research study which was also supported by the Innovation Center for U.S. Dairy, shows that if the dairy herd was somehow removed from the U.S., greenhouse gas emissions (GHG) would only be reduced by about 0.7%. Milk production only contributes 1.3% of all U.S. GHG emissions as compared to transportation as an industry in the U.S. accounts for 28% of GHG emissions. "This idea of removing animal agriculture is being overly simplified in many ways, as well as the assumption that nutrients can be easily replaced," said Juan Tricarico, Ph.D., vice president for sustainability research at the Innovation Center for U.S. Dairy, which supported the research. Milk production only contributes approximately 1.3% of all U.S. GHG emissions, the researchers say. (By comparison, transportation as an industry in the U.S. accounts for 28% of GHG emissions.) While proponents of the cow elimination hypothesis might suggest plant-based alternatives as an environmentally friendly option to dairy, those foods also generate emissions and come with their own footprint. Tricarico cites the continuous improvements made by the U.S. dairy industry as an example of its environmental stewardship. On the farm, the environmental impact of producing a gallon of milk in 2017 shrunk significantly from 2007, requiring 30% less water, 21% less land and a 19% smaller carbon footprint.— *USDairy.com*

*Doing our very best to serve you better.*

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