



Pipeline

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PIPELINE IS THE NEWSLETTER OF MARYLAND & VIRGINIA MILK PRODUCERS COOPERATIVE ASSOCIATION

OCT/NOV/DEC 2022

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MDVA Member Serves *the Underserved*

WHILE THEY MAY NOT LECTURE IN A CLASSROOM, make no mistake – the cows at the University Farm at **North Carolina Agricultural & Technical State University (N.C. A&T)** are teachers all the same. The 25 cows that make up the milking herd at N.C. A&T help students learn and understand agriculture in a way that only hands-on work can.

“We do four things here. We’re teaching, we’re researching, we’re doing demonstration, and we’re doing production work,” said Leon Moses, the farm’s superintendent of 18 years, prior to his retirement this past July. “Our students gain the necessary skillset to work in the dairy industry.”

Students get Hands-on from the Get-go

The University Farm, which spans 492 acres, sits just three-and-a-half miles from the skyline of downtown Greensboro, North Carolina, a contrast that adds uniqueness to the N.C. A&T dairy. The dairy has been a Maryland & Virginia member since 2006, when it returned from a one-year hiatus.

Students are expected to be full participants in the operation of the farm. That brings some challenges that are different from those at an average Maryland & Virginia member farm.

“My employees are only here for four years at a time,” said Corey Burgess, the dairy unit coordinator. “They move on from here to grad schools, vet schools, industry work – even teaching. But our program gives the kids a chance to be exposed to dairy, something they may not otherwise get a chance to do in life.”

The students report for milkings at 4 a.m. and 4 p.m. and take care of the herd even when their fellow students have school breaks.

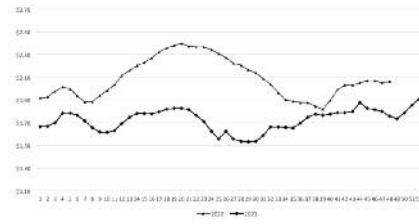
“I think I have some of the best students in the state of North Carolina right now,” said Burgess. “The quality awards we receive from Maryland & Virginia are a credit to our students here at A&T.”



N.C. AT&T continued on page 7

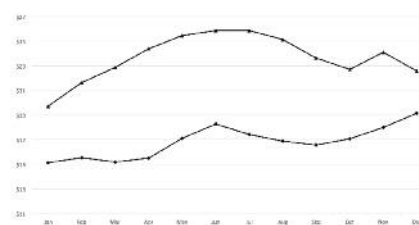
Markets At-A-Glance

NASS Cheese Price



The NASS Block Cheddar price for November 19, 2022 is \$2.0613, which is \$0.30 higher than the November 2021 price.

Class I Mover



The December Class I Mover \$22.58, a decrease of \$1.51 from November's \$24.09. That price is up \$3.41 from a year ago.

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Dairy Driven *and* College Bound?

Our 2023 Scholarship Application is Now Available.

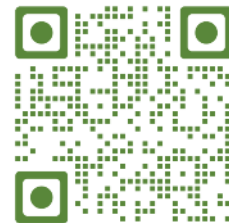
MDVA will award five \$1,000 college scholarships to undergraduate students pursuing careers in the dairy industry. AND NEW FOR 2023, MDVA will offer one \$1,000 scholarship to a graduate student pursuing a master's degree or Ph.D. in dairy science.

Applicants must be the child, grandchild or employee of an active co-op member or the child of a Maryland & Virginia employee and must be enrolled in, or enrolling in, an accredited two or four-year college or university program. The graduate scholarship is available to students currently enrolled in a graduate degree program in the U.S. researching a dairy-related topic that will directly benefit dairy cooperatives, dairy farmers, or the US dairy industry. Winners will be announced in early April 2023.

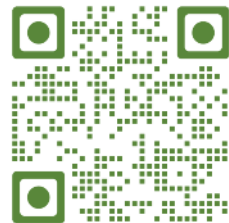
Visit www.mdvamilk.com/scholarships for more details.

Completed applications are due Friday, Feb. 24, 2023.

For more information, contact Amanda Culp at 540-333-9873 or aculp@mdvamilk.com.



Scan for **Undergrad** info



Scan for **Graduate** info

MDVA
is Moving!

Effective **January 1, 2023**
our **NEW** headquarters address will be:

13921 Park Center Road, Suite 200, Herndon, VA 20171

Our phone number will remain 800-552-1976.

Save *the* Date!

WHAT: 2023 MDVA Annual Meeting

WHEN: March 29-31, 2023

WHERE: Hershey Lodge, Hershey, Pennsylvania

WHAT'S HAPPENING:

Mar 30 – a day of learning the latest on dairy from national and regional dairy leaders, and networking with your fellow member-owners

Mar 31 – business meeting to elect Board of Directors and transact other important business operations.

Look
for more
details
in early 2023

Maryland & Virginia honored three *District Producer of the Year* winners at our District Meetings held in November. The *District Producer of the Year* award recognizes members for outstanding farm management, animal care, and environmental stewardship in each district.

District Producers *of the Year*

Dennis and Karolyn Auker, Aukerlyn Farm, Landisburg, Pennsylvania

The family farms 500 acres of crops and around 120 milking cows. Their newly constructed barns offer comforts for cows like fans, ventilation, and sawdust bedding. He takes extreme care by paying special attention to udder health and keeping his mostly Holstein herd in clean and dry conditions. "I want milk that's above and beyond," Dennis Auker said. "I love cows and this is my life. Our milk is a good quality product that we work night and day to get it there in a high-quality form."

Auker is a steward of his land by using no-till cropping to improve soil quality. "I plant cover crops in the fall to hold our ground in place. We want our ground here on the farm, not in the Chesapeake Bay," Auker said.

[WATCH AUKERLYN FARM VIDEO](#)

Chris and Jamie Derr, Valley Ho Farm, Middletown, Maryland

Operated on the same land since 1962, Chris and Jamie Derr made an investment to update the facilities in 2013 when they took over the operation. With cow comfort in mind, they built a freestall barn for their 70 cows and added a holding area by the milking parlor. Sustainability is also top-of-mind for the Derr family. They have nutrient management plans in place, utilize no-till and cover cropping, and work closely with the local soil conservation districts. The family has fenced off streams to help protect the Chesapeake Bay, which lies downstream.

"We take the responsibility of producing a high-quality product very near to our hearts," said Jamie Derr. "It's important to us that anyone buying our milk knows that we care in how we're doing it."

[WATCH VALLEY HO FARM VIDEO](#)

White Rock Farms, Peachland, North Carolina

The family-owned farm is owned by Roddy Purser and managed by Drew and Dakota Gibson. White Rock is home to 700 milking cows and the team farms around 1,200 acres of crops and is preparing to celebrate its tenth anniversary of operation.

The farm undertook a large step towards reducing their dependence on fossil fuels in 2022. White Rock worked alongside its local electric cooperative to obtain a grant to replace their irrigation system's diesel motor with a single-phase electric one as the farm does not have access to three-phase electricity. The farm's large free stall barn is kept cool in the summer by dozens of large fans. Sand bedding helps to keep cows comfortable year-round. The sand is reclaimed for reuse furthering the farm's sustainability goals.

When it's all put together, White Rock Farms functions as one unit with high-quality dairy in mind. "It's a team effort," Drew Gibson said. "From entry level positions to upper management and even ownership, we all work together for a common goal. At the end of the day, it's what's best for the land and what's best for the cows."

[WATCH WHITE ROCK FARMS VIDEO](#)

Maryland & Virginia Earns Top Safety Honors



Maryland & Virginia's **five processing plants** and **ten distribution branches** have all worked to put "Safety First". In fact, that's the name of program, first implemented in June 2020. Now, the program is an award winner. The Strasburg ingredients processing plant and four distribution branches were honored by the International Dairy Foods Association (IDFA) with a Dairy Industry Safety Recognition Award. The four branches that earned awards were: Charlotte, North Carolina; Fayetteville, North Carolina; High Point, North Carolina; and Roanoke, Virginia.

"Transitioning to a 'Safety First' culture takes the bold action of local leadership," said Chief Executive Officer Jay Bryant. "I'm proud of the way our plants and distribution branches have adapted to this concept so quickly. It is clear the culture that we are creating works to keep our em-

ployees and our dairy products safe." The plan aims to reduce injuries and accidents through cultural change by fostering an environment of trust between employees and management. Plants also conduct weekly reviews of "Safety First" metrics and take improvement actions at the local level.

At the branch level, MDVA monitors vehicle safety performance metrics and utilizes a third-party monitoring service to report driver safety comments from the public. MDVA's branches also go beyond the required Occupational Safety and Health Administration (OSHA) and Federal Motor Carrier Safety Administration (FMSCA) training during monthly safety meetings.

"Our 'Safety First' approach applies across the board to our products and our environment, but most importantly to our people," said Executive Vice President for Operations Todd Aarons. "We owe it to our employees to provide a work environment that not only fosters learning but returns them home safely to their families at the end of their shift."

MDVA Recognized for Marketing and Philanthropy

Awards from QCS Purchasing Cooperative provide national recognition.

MDVA recently earned national recognition from QCS Purchasing Cooperative for marketing and philanthropy at the 2022 QCS Annual Conference. MDVA won the **2022 Outstanding Marketing Award** for our "If the milk was any fresher, you'd have a cow" campaign and was also recognized for our **philanthropic contributions**.

"The awards from QCS Purchasing Cooperative are one way of recognizing the hard work of our dairy farm families and employees to deliver fresh Maola Milk to families along the east coast," said Todd Aarons, Executive Vice President of Operations. "For us to drive brand consideration and awareness in the dairy space, our marketing efforts feature local Maola family farmers on their farms with their cows."

The "if the milk was any fresher, you'd have a cow" campaign helped establish Maola Milk as the local sustainable dairy choice for consumers in North Carolina. During the period of the campaign, website reach was up 357% over the previous year and digital ads received over 23 million impressions.

MDVA also received recognition for our philanthropic contributions from our clean water partnership model. Through supply chain partnerships with corporations, customers, and conservation non-profits, MDVA has delivered more than \$45 million in funds to make meaningful sustainability investments on farms. To drive community impact, volunteers from MDVA and our partners participate in events such as planting riparian buffers on farms and trash pick-ups along waterways.

"With the majority of MDVA's family-owned farms and processing plants existing within the challenged Chesapeake Bay watershed, we recognize our responsibility to bring environmental solutions to the communities where we do business," said Aarons. "Our clean water partnerships are just the tip of the iceberg as we work to achieve greenhouse gas neutrality by 2050."

Who is QCS? QCS Purchasing Cooperative helps MDVA and other food and beverage companies aggregate purchases of common supplies for more competitive pricing. QCS assists MDVA with complex sourcing challenges in categories such as packaging and plant operations and supplies.

N.C. AT&T continued from page 1

Without the students, this dairy wouldn't be possible."

The herd at N.C. A&T is on a pasture-based grazing system and rotates pastures roughly every three days. The model is one the University thinks is perfect for small farms in North Carolina seeking to lower overhead and provide a herd's nutritional needs from pasture.

N.C. AT&T Stands Apart from Other U.S. HBCUs

As the largest Historically Black College and University (HBCU) in the country, N.C. A&T has a long history of representing those underserved in many academic areas. But for its dairy unit, representation of minority agriculturalists is more pronounced than perhaps anywhere else across the University—because it's the only dairy unit at an HBCU in the United States.



"There are many students who have come through this university, come through this farm system and developed a real sense of love for agriculture and farming," Moses said. "They left here and went back to the farm and started developing what they have learned here at the University."

It's a mission that remains as critical as when N.C. A&T was founded, if not more so. In 1920, there were nearly one million Black farm operators in the country; today, a USDA study finds that number at less than 50,000.

Moses says that comes down to the resources that are available to minority farmers.

"It's not as simple for people of color to go into a bank or a loaning facility and get funding to actually start an operation from scratch," Moses said. "Until we can overcome that barrier and allow people of color to get in front of bankers and walk away with a loan that allows them to farm, we're always going to have this struggle."

Growth In the Works For the University

Even while serving multiple functions, N.C. A&T is keeping an eye forward on what's next—and two big projects are on the horizon.

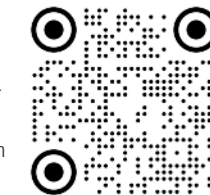
First, the University hopes that its two new milking robots will be up and running by next summer. Burgess says the robots will help students stay on the cutting edge.

The University will also be launching Aggie Ice Cream made with milk from the farm. They expect that will be available at the University's campus soon.

Common Goals Connect N.C. A&T to Dairy Farmers Everywhere

The University has always stood as a resource for small, minority farmers across the country, and will continue to do so.

"When I go to these dairy meetings and talk with other dairy farmers, we're still family," Burgess said. "We have that one thing that joins us and that's dairy farming. No matter the color, we have that one place where we can all go together and meet."



> Scan code to learn more about N.C. A&T's dairy program and watch **video**.

N.C. A&T Dairy Unit Coordinator Corey Burgess manages the operation, which serves as a launch point for students interested in agriculture.



“We congratulate these outstanding 25-year members on their dedication and commitment to Maryland & Virginia. Members that arrive at such distinct milestones prove to our customers that our supply chain is robust and has longevity that can provide for their needs for many years into the future.”

– Lindsay Reames, Executive Vice President of Sustainability and External Relations

Eleven Farms Reach 25-Year Membership Milestones

Maryland & Virginia Milk Producers recognized eleven members for 25 years of membership to the cooperative during District Meetings in November.

Bowmont Dairy Farm of Boones Mill, Virginia

Bowmont Farms in Boones Mill, Virginia, is co-owned and operated by Laird Bowman, his wife, Sarah Ann, and daughter, Joanna Shipp, another co-owner of the farm. The family keeps this sixth and seventh generation farm working, milking more than 200 cows on 600 acres of land. Two hundred fifty acres of woodland accompany the dairy which helps sequester additional carbon, making the operation more sustainable.

Eldon & Susan Martin of Newville, Pennsylvania

Eldon and Susan Martin started their dairy farm in 1997. While Eldon is not from a dairy farm, Susan’s family had a dairy farm. They milk 40 cows in a tie-stall barn and grow corn, alfalfa and beans on 85 acres of owned and rented land.

Michael & Julie McCuller and family of Union Bridge, Maryland

The McCuller family milks 100 cows on their 250-acre farm in Union Bridge, Maryland. Mike is a third generation dairy farmer who hopes the farm extends to the fourth generation via his children. Animal care is a top priority of the farm as they have many cows that have had 8 to 10 calves.

Piedmont Dairy of Wirtz, Virginia

Second generation farmer Daniel Layman and his son, Jason, milk 110 cows and farm 350 acres of corn and soybeans.

Silver Knoll Holsteins of Hagerstown, Maryland

Silver Knoll Holsteins is a family operation established in 1965 by Dennis Spielman. The farm is operated with the help of his daughters and their families. Dennis’ late wife, Debora, who passed away in 2021, was an integral part of the farm and is deeply missed. It’s evident Dennis’ love for farming has been passed on to his daughters and grandchildren. Recently the farm expanded beyond Holsteins to colored breeds thanks to Dennis’ grandsons, David and Matthew. The 50-cow herd is milked in a flat barn and the family raises about another 50 replacement heifers. They farm 140 tillable acres of corn, alfalfa and small grains and have another 50 acres of pasture.

Also recognized for 25-Year membership were:

- Robert Diller of Waynesboro, Pennsylvania**
- Elmer Fisher of Peach Bottom, Pennsylvania**
- David & Sarah King of Lancaster, Pennsylvania**
- Keverl Holsteins of Centreville, Maryland**
- John Miller and Family of Oxford, Pennsylvania**
- Wingert Brothers of Mercersburg, Pennsylvania**



Bowmont Dairy Farm



The McCuller family



Silver Knoll Holsteins



MDVA Awarded up to \$25 Million for Climate-Smart Commodities

MDVA, along with our partners at the **Conservation Innovation Fund (CIF)** and **Ecosystem Services Market Consortium (ESMC)** have been awarded up to \$25 million by the U.S. Department of Agriculture through the Partnerships for Climate-Smart Commodities funding pool. The money is expected to be available to all of MDVA’s member-owners.

“Our family-owned farms are a ready pipeline for farm-level implementation of climate-smart practices,” Lindsay Reames, Executive Vice President of Sustainability & External Relations said. “Our farms currently face a year-long wait list for conservation and nutrient management planning. Through USDA’s generous funding, we will immediately tackle the existing backlog of producer demand for climate-smart commodity practices.”

Here’s how the project will work:

1. Sustainability practices like cover crops and riparian buffers will be implemented on MDVA member farms.
2. Those practices will be verified against models that met stringent sustainability reporting standards.
3. Verified greenhouse gas reductions generated by MDVA members are marketed for purchase by food and beverage companies.
4. Companies who purchase the credits achieve sustainability goals, including net-zero goals, supply chain carbon removal, and other carbon reduction reporting requirements.

MDVA’s project was one of 70 selected from over 400 applicants. USDA is expected to invest \$2.8 billion in these 70 projects.

Wear Your Brand! Visit the MDVA and Maola Logowear Online Stores



Choose from a variety of logowear for you and your entire family. It’s easy! Use your credit card to make your purchases. All items are shipped directly to your home.

Scan for **MDVA** store



Scan for **Maola** store



Questions about ordering?

Email Briann Glascock at bglascock@mdvamilk.com or call 800-552-1976.

Co-op Cooks & Co.

This ramped-up take on traditional au gratin potatoes is a crowd-pleaser!

[View recipe online at US Dairy.com](https://www.usdairy.com)



Cheesy Au Gratin Potatoes with Bacon & Onion

Courtesy of US Dairy

- | | |
|--|------------------------------------|
| 3 lbs russet potatoes, peeled & very thinly sliced | 1 cup shredded cheddar cheese |
| 2 large yellow onions, thinly sliced | 1 cup Maola heavy whipping cream |
| 3 garlic cloves, minced | 1 cup Maola milk |
| 3 Tbsp butter | 2 Tbsp all-purpose flour |
| 8 oz bacon, cooked and crumbled | 1 tsp salt |
| 1 1/2 cups shredded smoked gouda cheese | 1/2 tsp ground black pepper |
| | 1 tsp Worcestershire sauce |
| | butter, softened (for baking dish) |



Preheat oven to 350°F. Coat a 9”x13” baking dish with softened butter. Cover the bottom of the baking dish with 1/3 of the potatoes. Top with 1/3 of the onions and the garlic. Dot with 1 Tbsp of the butter and sprinkle with 1/3 of the crumbled bacon. Top with 1/3 each of the gouda and cheddar cheeses. Repeat with the remaining ingredients in two more layers, ending with a layer of cheese on top. Whisk the cream, milk, and flour in a small bowl. Add salt and pepper and stir in the Worcestershire sauce. Pour the cream mixture over the potatoes. Cover dish with foil and bake for 1 hour 10 minutes. Remove foil, return dish to oven, and continue to bake for 20 to 25 minutes more, or until the potatoes are tender when pierced with fork and the top is browned and bubbling. Let stand for 10 minutes before serving. Makes 8 servings.

WELCOME NEW MEMBERS

SEPT

- Daniel U. Fisher, Oxford, Pennsylvania
- Loren N. Zimmerman, Mifflinburg, Pennsylvania
- Marlin B. Zimmerman, Mertztown, Pennsylvania

OCT

- Keith L. Reiff, New Enterprise, Pennsylvania
- David & Rachel Reiff, Mifflinburg, Pennsylvania
- South-Mont Farm, Canton, Pennsylvania
- Sparkman Farms, Sparta, Tennessee

NOV

- Randall L. Oberholtzer, New Holland, Pennsylvania
- Red Valley Holsteins, LLC, Kinzers, Pennsylvania

HAVE YOU HEARD?

DAIRY NEWS FROM AROUND THE INDUSTRY



OUR MISSION

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

Cooking Campaign Targets College Students with Dairy Recipes



In “Dorm Room Recipe Magic,” 12 dorm-friendly dairy-rich recipes were developed by American Dairy Association North East’s consumer-facing website SavorRecipes.com to target Gen Z college students, as part of its College Cooking campaign. The recipes were sent through digital ads that targeted student resident halls on the Syracuse and Cornell University campuses – a digital marketing technique called geo-fencing. The ads garnered 1.6 million impressions with clicks on the ads reaching nearly 10%

of the total enrollment of both schools combined. “The way we market milk and dairy products is very different now than in the past, but the goal is the same – to build trust and sales,” said ADA North East CEO John Chrisman. The recipes are easy for students to whip up using a microwave or an air fryer – appliances frequently found right in their dorm rooms, and are featured on Savor Recipes’ College Cooking, Easy-to-Make Dorm Room Recipes blog. The overall campaign is part of ADA North East’s effort to promote dairy with the Gen Z audience, and through Savor Recipes, they can shop from the website directly with their retailer of choice. This e-commerce feature only allows shoppers to purchase real dairy – no imitations will appear as options. – *Morning Ag Clips*

NMPF, IDFA Seek to Fix WIC Proposal That Would Decrease Access to Dairy’s Nutrients

Representing dairy farmers, cooperatives, and processors, the National Milk Producers Federation (NMPF) and the International Dairy Foods Association (IDFA) issued the following statement in response to USDA’s proposed changes to Special Supplemental Nutrition Program for Women, Infants, and Children (WIC): “It is unfortunate for WIC participants that the proposed rule would decrease access to dairy products and the unique nutrient profile they provide, especially considering the current Dietary Guidelines for Americans note that a staggering nearly 90 percent of the U.S. population does not consume enough dairy to meet dietary recommendations. At a time of rising food costs and high food insecurity, we should focus on increasing access to a wide variety of healthful, nutrient-dense, and affordable foods, including both fresh produce and dairy products. NMPF and IDFA commend USDA for suggesting approaches to make the nutrient-dense food provided by the WIC program more accessible, including expanded options for yogurt and cheese varieties and for proposing WIC participants be able to purchase these dairy products in a wider variety of product package sizes. We also applaud USDA for its continued commitment to nutritional equivalency in substitute products, rejecting those that do not provide an equivalent nutrition package, as recommended by the DGA. IDFA, NMPF, and our members will advocate against reducing the amount of nutritious dairy foods provided through WIC in USDA’s final rule because we are committed to reducing food insecurity, malnutrition, and diet-related disease while improving health outcomes by making it easier for all Americans to access healthy, affordable foods, including nutritious dairy products”. – *NMPF*

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