

# MAINE STATE LEGISLATURE

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Report on the Interest of  
Maine's Dairy Farmers  
in Forming a Cooperative Association

Prepared by

Karen Brown-Mohr

November 2000



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## Industry overview

In 1995 Maine had 575 dairy farms with an average of three full time workers per farm (includes both paid and unpaid workers). Today Maine has less than 470 dairy farms.

The indirect employment attributed to the dairy industry consists of those working not only in associated fields (feed milling, veterinary, milk hauling, dairy processing, etc.) but some in the general economy as well.

The dairy farm multiplier for indirect employment is 2.07. With this multiplier, total employment based on Maine's dairy farm industry is estimated at 2,919, with indirect job attributable to the dairy industry being 1,519 (total employment less direct employment 2,919-1,400). In the current economy dairy farms have difficulty finding and maintaining employees. The industry would employ more people if they were available.

In Maine there is a tremendous importance to maintaining the number of dairy farms, not just the number of cows.

1. Dairy farms are important to the economy of many small towns and therefore help maintain an economically viable rural environment.
2. Maine tourism is a \$3 billion dollar industry and is a key part of our economy. Dairy farms provide essential components of the tourists image of the state.
3. Maine has a large amount of land that is heavily forested and farms provide an opportunity for open space.
4. The economy of the dairy industry helps to supports many other farm economies. If the dairy industry continues to reduce in size this will stress other segments of the rural economy.
5. Farmers play a tremendous role in stewardship that ensures future generations will enjoy open space, biological diversity, recreational opportunities, clean air and water.

In 1991 Maine established the Maine Dairy Promotion Board and the Dairy Nutrition Council to promote milk through product promotion, research on nutritional and education programs. Federal regulation prohibits this organization from being involved in any lobbying activity.



MDIA Board and Task Force developed a partial list of issues currently facing the dairy industry in Maine.

- Land development /urban sprawl is bringing residential development and non-farmers into agricultural areas. Many of these new residents have little previous exposure to agriculture and farming. Many even have misconceptions about activities that occur on farms and in rural areas. This issues include: noise, odor, use of pesticides, herbicide or fertilizer application as well as sludge spreading. Learning to coexist with development pressures, land use and recreational use issues.
- Adequate land base to support the size of the herd and yet being able to pay property tax etc.
- Farm Milk price vs. the price that consumers pay for milk
- Nutrient management
- Finding and retaining labor
- Freedom to Farm Act
- Regional milk marketing compacts
- Cost of Electricity
- Atlantic Salmon Conservation Plan
- New diesel emissions and fuel standards to improve air quality
- Monitor and address issues that come up at the Pesticide Control Board, Workers Compensation Board, Dept of Labor, Nutrient Management Board and the Maine Milk Commission.
- Lack of coalition building to establish positive working relationships with similar organizations as well as other groups:
- The need to develop relationships with the media
- Tracking legislation and regulations that are likely to impact the dairy farmers Dairy Farmers want to stay on the farm and work and need someone to represent them in the public policy arena and keep them informed of key issues.
- Milk testing

The Maine Farm Bureau currently represents the industry on some of these issues, but has a broader constituency to represent and would welcome additional assistance.



## **Introduction**

The 119<sup>th</sup> Maine State Legislature passed LD 2402, “Resolve, to Promote Maine’s Dairy Industry” as Resolve 2000, chapter 105 during the Second Session. (Appendix A).

This resolve designated the Maine Dairy Industry Association to perform outreach efforts to assess the interest in forming a cooperative association for Maine’s dairy farmers. The Maine Dairy Industry Association Board appointed 18 dairy farmers, Jon Olson from the Maine Farm Bureau and David Marcinkowski from the UMO Cooperative Extension to serve on the steering committee. A list of the Ad Hoc committee members is in Appendix B.

The committee was funded \$30,000 for the Maine Dairy Farm Stabilization Fund. Staffing to the Committee and preparation of the final report was provided by Karen Brown-Mohr, a consultant that MDIA hired for this project.



## **Strategic Planning Process**

### **I. Meetings**

The enabling legislation for this study called for the Maine Dairy Industry Association (MDIA) to perform outreach to assess the interest in forming a cooperative association for Maine's dairy farmers. The legislation took effect 90 days after adjournment. MDIA met on April 27<sup>th</sup> to establish the ad hoc committee to oversee this project. They also interviewed three consultants at that meeting to work on the project.

The committee hired Karen Brown-Mohr in May to work on this project. The Executive Committee met on May 4 and July 11 and the full committee met on May 11, June 22, July 20, September 14 and November 16, 2000. (Agenda and minutes are in Appendix C).

### **II Communication with Dairy Farms**

MDIA sent two newsletters to a mailing list of 700 people. (Appendix D) The mailing list included 470 dairy farmers and 230 members from the public that are state legislators/ public officials, Maine Milk Commission members, or former dairy farms.

Regional Meetings were held in Bangor on August 29 and Augusta on August 30.<sup>th</sup> Every dairy farm in the state was sent a notice of the meeting and encouraged to attend (Appendix E) Public service announcements were also sent to newspapers and radio stations. The Lewiston Sun Paper printed the notice on their front page. The committee wanted to get feedback on the draft plan that they had developed and explain the referendum process.

### **II. Referendum Ballots**

MDIA conducted a referendum survey consisting of an explanation of the assessment and a "yes" or "no" ballot question. (Appendix I) A brochure to explain the referendum process, Questions and Answers that were frequently asked about the assessment and a list of the steering committee that anyone could call to ask questions was mailed with the ballot. (Appendix H) The ballots were mailed on November 6<sup>th</sup> so that there would be no connection to the general election. Ballots were returned by fax and U.S. Mail by November 15<sup>th</sup> and were opened on November 16<sup>th</sup> at the MDIA meeting.

A total of 470 ballots were mailed and 204 ballots were returned. Two were eliminated because it was unclear as to how they voted and 202 ballots were counted, 119 or 59% voted yes and 83 or 41% voted no.



## **Findings and Recommendations**

Recognizing that there is a need to do a better job at delivering their message while keeping the membership more informed on important issues Maine Dairy Industry Association Board members have spent the last year and a half in meetings to explore ways of making the organization more effective.

During that time, Commissioner Robert Spear met with the group and expressed concern that often no one was the designated spokesperson representing the dairy industry when facing key issues such as taxation, sprawl, irrigation, pesticides, genetic engineering etc. He pointed to the Maine Potato Board and the Blueberry Commission as examples of groups that more effectively impact their issues in part by having an Executive Director as a designated spokesperson.

## **History**

Harold Larrabee (dairy farmer from Thorndike) worked with the Board MDIA to set up a steering committee in 1999 to pursue a proposal for creating an Executive Director/spokesperson position for Maine Dairy Farmers. The steering committee looked at other dairy industry states that had a trade association with a designated spokesperson. They felt that Idaho had the best example of a state trade association with a single spokesperson representing the industry before the legislature and regulatory commissions and serving as primary contact with the media. Harold also contacted Carol Weston, his legislator and asked her to sponsor legislation supporting a process for contacting all members of the industry and asking them if they would support this effort and be willing to pay for it.

Rep. Weston (R-Montville) worked with Sen. John Nutting (D-Leeds), Sen. Marge Kilkelly (D- Wiscasset) and Rep. Richard Kneeland (R-Easton) to develop the legislation and it became law in May. This legislation provides the Maine Dairy Industry Association with one-time funding to explore the interests of its members and all dairy farmers in forming an arm of MDIA, which would have a primary spokesperson, who would ensure that their needs and concerns are effectively represented. This one time \$30,000 funding (which came from the Maine Dairy Stabilization Fund, a dedicated dairy account) provides the industry with a grass-roots opportunity to talk to members and determine if want to hire an executive director.

The MDIA Board and Ad-hoc committee selected Karen Brown-Mohr from a group of four candidates to assist MDIA in collecting producer sentiment, developing a job description for spokesperson and restructuring the organization to meet their changing role.

## **Research**

MDIA met several times and discussed what was currently available to help the dairy industry (Appendices L), what issues other organizations were impacting and how other organizations were structured. We also developed a list of issues that is currently facing the dairy industry (Appendices M). (This is not a complete list).



## **The Tentative Proposal**

The proposal would model a state dairy organization on the structure of the Idaho Dairy Association. The committee chose Idaho because of the efficiency of their structure and the effectiveness with which they work. Under this structure an umbrella organization called the Maine Dairy Association would be formed. Tentatively, Board members would be elected based on geographic location and possible market. (The state would be divided into three districts and each district would select 3 board members. Four would be selected to represent each market area or selected at large.)

Members of this new board would provide guidance to three existing organizations, the Maine Dairy Promotion Board, the Maine Dairy and Nutrition Council and the Maine Dairy Industry Association (MDIA). Of these three organizations, MDIA would be the only organization whose role would change. MDIA would take a more active role as the voice for the Maine dairy industry and hire a spokesperson/executive director to work on issues affecting Maine dairy producers.

### **What would a spokesperson do?**

The spokesperson's duties would include:

- Technical guidance on dairy issues and legislative/regulatory process.
- Legislative and regulatory tracking of issues likely to impact dairy producers.
- Representing the interests of dairy producers in public and regulatory matters with groups such as the Board of Pesticide Control, Worker's Compensation, Nutrient Management Board, Maine Milk Commission, Dept. of Labor, and the University of Maine.
- Develop coalitions with other organizations with similar interests.
- Work with the media to develop a positive image of the dairy industry.
- Act as a resource for businesses, organizations and individuals requesting information on the dairy industry.

### **How would this be funded?**

This spokesperson would be funded by a 1-cent per cwt. check off of all milk produced in the state of Maine. Based on the current level of milk production in the state, this check off would generate approximately \$65,000 to \$70,000 dollars. This money would be used to contract 50% of a spokesperson's time and provide the new organization with the funds to carry on its objectives (travel, newsletters, supplies, annual meetings and special programs).

This information was presented at Regional meetings on August 30<sup>th</sup> in Bangor and August 31<sup>st</sup> in Augusta. These meetings were held to collect producer input on the proposal for the Maine dairy producers to fund the hiring of a dairy Spokesperson.



**Aug. 30<sup>th</sup> meeting in Bangor**

**Aug. 31<sup>st</sup> meeting in Augusta.**

**In Attendance were:**

Robert Enwell, Unity

Dale Cole, Augusta

Rep. Carol Weston, Montville

Chad Arms, Augusta

Clinton Piper, Retired

Mark Ouellette, Skowhegan

Dick Perkins, Charleston

Lester Bailey, Andover

Victor Bissell, Jr. Palmyra

Les Bosworth, Auburn

Gary Anderson, UMO

Charlotte Bosworth, Auburn

David & Ruth Lyman, Norridgewock

Frank Dickinson, Norridgewock

Barry & Mary Higgins, Charleston

Sen. John Nutting, Leeds

James Howard, Jr. Orrington

Sen. Marge Kilkelly, Wiscasset

Robert Spear, Comm. of Agriculture

Rep. Carol Weston, Montville

Melvina Perkins, Charleston

Mark Gould, Waterville

Dave Marcinkowski UMO

Dave Marcinkowski UMO

Stan Millay, ME. Milk Comm.

Stan Millay, Me. Milk Comm.

Helen Bailey, Andover

Melvin Williams, Appleton

\* Some others attended the meeting, but did not sign the guest list

**Information at the regional meetings was provided by:**

Walter Whitcomb Belfast

Harold Larrabee Thorndike

Fred Hardy New Sharon

Karen Brown-Mohr, Consultant

Handouts were provided to everyone attending the regional meetings

(See Appendices F)

- Draft of possible Board structure
- Map of how the state may be divided into 3 districts to elect Board members
- Scope of work for Executive director
- Idaho Dairy Association structure
- USDA Dairy Promotion & Research Order
- Overview of the Maine Potato Board
- Number of Producers by Dairy
- Producers by county
- Northeast Dairy Compact Commission – progress report



***Questions that were asked and Issues discussed:***

*Q The lump sum that is in the budget to pay the consultant – what does that cover?*

A. The amount paid to the consultant would cover: Salary, for executive director and support staff, computer, computer software, printer, fax, photocopy machine, scanner, office space, utilities, office supplies, newspapers, magazines, e-mail, and internet research.

*Q Can we have a fact sheet available for people to hand out at the upcoming Maine Farm Bureau meeting and the Soil and water Conservation meeting?*

A. Yes we will develop something that can be handed out

*Q. Some farmers requested that no additional money be spent on media /advertising.*

A. We would not pay “advertising dollars” for the type of media coverage that we hope to get. The type of press we are looking for would be a result of ongoing communication with the media and also responding to specific legislative/regulatory issues.

*Q What percentage of affirmative vote is needed to validate the referendum?*

A. The MDIA board will decided that their goal was to get 150 ballots returned and a simple majority would direct the outcome.

*Q. Would there be any Federal Grant money available to hire a lobbyist?*

A. Probably not.

*Q. What would 1-½ cents buy?*

A. Perhaps a full time person or perhaps the ability to save revenue to influence upcoming issues.

*Q. Can we find some money in the Maine Milk Commission budget and redirect the money to this project?*

A. There is a possibility that the Milk Commission will reduce its budget by an amount equivalent to ½ cent contribution. This would be about \$35,000 but part of the money contributed by processors would be returned to them. The Legislature would have to approve of this budget change and they would decide what to do with this money.

*Q If the Milk Commission collected less money how could we redirect that money to this project?*

A. The Legislature would have to be approved of any budget changes and that would open an entire debate about the effectiveness and necessity of the Milk Commission. We do not want to have our proposed program as part of that debate.

*Q. Is it possible to keep the definition of board members broad and not define specific representation from each market?*

A. Yes we hope that the legislature will allow the future organization to design its own board and respond to changes in the market place. The Potato Farmers have had to return to the legislature to change the law because of changes in their markets – we hope to avoid that.



*Q Is it possible to hire the person to just work for MDIA?*

A. The MDIA board discussed this, but wanted to avoid overhead expenses like unemployment taxes etc. The MDIA board thought that it was possible to hire someone as a consultant and have their responsibilities defined in the contract. That person would only have limited other work that would not be in conflict with our issues.

### **Where does this proposal go from here?**

MDIA met in September and compiled all on the information collected at the regional meetings. The Steering Committee used that information to draft the referendum question.

The goal was to mail the referendum question in November to each dairy farm and each farm gets one vote. It was decided to mail the ballots after the general election because we felt that we had a better chance for a larger participation in our election and our materials would not be lost in the numerous political mailings. The state provided the official list of farms that will be given a ballot. I.e. this will be any dairy farm in operation on September 1, 2000 that the state has on their list.

MDIA Board/ steering committee decided in September what 150 ballots needs to be cast and the majority in the affirmative will make this an official ballot. The referendum will determine producer support for the proposal.

The majority of dairy producers are in support of this proposal, a bill will also be submitted to the legislature to create the new organization and enact the check off.

### **Referendum Outcome**

MDIA conducted a referendum survey consisting of an explanation of the assessment and a "yes" or "no" ballot question. (Appendix I )

A brochure to explain the referendum process, Questions and Answers that were frequently asked about the assessment and a list of the steering committee that anyone could call to ask questions was mailed with the ballot. (Appendix H )

The ballots were mailed on November 6<sup>th</sup> so that there would be no connection to the general election. Ballots were returned by fax and U.S. Mail by November 15<sup>th</sup> and were opened on November 16<sup>th</sup> at the MDIA meeting.

A total of 470 ballots were mailed and 204 ballots were returned. Two were eliminated because it was unclear as to how they voted and 202 ballots were counted, 119 or 59% voted yes and 83 or 41% voted no.



## Next Steps

Rep. Carol Weston is working with the Bureau of Taxation to draft language suitable for legislation.

The Maine Dairy Industry Association voted on November 16<sup>th</sup> to accept the outcome of the dairy referendum as an affirmative vote from the dairy community to support legislation.

It is the desire of the Maine Dairy Industry Association to support legislation that would place a mandatory assessment of one cent per hundred weight on all milk produced in the State of Maine.



**119<sup>th</sup> MAINE LEGISLATURE**

Second Regular Session

Legislative Document

No. 2402

H.P. 1696

**Resolve, to Promote Maine's Dairy Industry**

(EMERGENCY) (TITLE CHANGE)

Referred to the Committee on Appropriations and Financial Affairs.

Presented by Representative WESTON of Montville.

Cosponsored by Senator MILLS of Somerset and

Senator KILKELLY of Lincoln, Representatives CAMERON of Rumford, GREEN of Monmouth, JONES of Pittsfield, KNEELAND of Easton, NASS of Acton.

**Be it enacted by the People of the State of Maine as follows:**

**Sec. 1. Allocation.** The following funds are allocated from Other Special Revenue funds to carry out the purposes of this Act.

2000-01

**AGRICULTURE, FOOD AND RURAL****RESOURCES, DEPARTMENT OF****Maine Milk Commission**

All Other

\$30,000

Provides funds to the Maine Dairy Industry Association to retain the services of a spokesperson to represent the Maine dairy industry.

**SUMMARY**

This bill provides funds to the Maine Dairy Industry Association to allow it to retain the services of a spokesperson to represent the Maine dairy industry.

## RESOLVES Second Regular Session of the 119th

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### CHAPTER 105 H.P. 1696 - L.D. 2402

#### Resolve, to Promote Maine's Dairy Industry

**Emergency preamble.** Whereas, Acts and resolves of the Legislature do not become effective until 90 days after adjournment unless enacted as emergencies; and

Whereas, additional funds are necessary on a one-time basis to assist the Maine Dairy Industry Association in performing outreach efforts to assess the interest in forming a cooperative association for dairy farmers; and

Whereas, in the judgment of the Legislature, these facts create an emergency within the meaning of the Constitution of Maine and require the following legislation as immediately necessary for the preservation of the public peace, health and safety; now, therefore, be it

**Sec. 1. Report. Resolved:** That the Maine Dairy Industry Association shall submit a report on the interest of the State's dairy farmers in forming a cooperative association. This report with any accompanying legislation must be submitted to the joint standing committee of the Legislature having jurisdiction over appropriations and financial affairs and the joint standing committee of the Legislature having jurisdiction over agriculture matters no later than November 1, 2000. The joint standing committee of the Legislature having jurisdiction over appropriations and financial affairs and the joint standing committee of the Legislature having jurisdiction over agriculture matters may jointly introduce legislation to the First Regular Session of the 120th Legislature; and be it further

**Sec. 2. Allocation. Resolved:** That the following funds are allocated from Other Special Revenue funds to carry out the purposes of this resolve.

1999-00

AGRICULTURE, FOOD AND RURAL RESOURCES, DEPARTMENT OF  
Maine Milk Commission

All Other \$30,000

Provides funds on a one-time basis to the Maine Dairy Industry Association for outreach efforts in order to assess the interest of the State's dairy farmers in forming a cooperative association.

**Emergency clause.** In view of the emergency cited in the preamble, this resolve takes effect when approved.

## MDIA Steering committee

First Name	Last Name	Address	Town	State	Zip
Ed	Benson	64 Plummer Rd	Gorham	ME	04038
Victor	Bissell	RR1 Box 565	Palmyra	ME	04965-9409
Les	Bosworth	299 Jordan School Rd	Auburn	ME	04210
Charles	Farrand	RR1 Box 1320	Norridgewock	ME	04957
Walter	Fletcher III	63 Snakeroot Rd	Pittsfield	ME	04967
Wayne	Hapworth	RFD 4, Box 3165 Heyword Road	Winslow	ME	04901
Fred W.	Hardy	879 Weeks Mills Rd	New Sharon	ME	04955
Barry	Higgins	224 Charleston Road	Charleston	ME	04422
Galen & Harold	Larrabee	RR 2, Box 1550	Thorndike	ME	04986
James	Lilley	RR 1, Box 531	Oakfield	ME	04763
David	Lyman	510 Beech Hill Rd	Norridgewock	ME	04957
Mark	Ouellette	RFD 4, Box 8950	Skowhegan	ME	04976
James P.	Richmond	RFD 1, Box 3540	Pittsfield	ME	04967
Roger	Ridley	10 Wilson Lane	Shapleigh	ME	04076
Steve	Russell	RFD #2, Box 5660	Winslow	ME	04901
Walt	Whitcomb	RFD 4, Box 4590	Belfast	ME	04915
Barney	Wright	RT 2, Box 3290	Clinton	ME	04927

## Non-Voting Members

Jon Olson  
 Maine Farm Bureau  
 4 Gambrel Drive  
 Augusta, Maine 04330

David Marcinkowski  
 332 Hitchner Hall  
 UMO Cooperative Extension  
 Orono, Maine 04957



Minutes  
Board of Directors Meeting  
Farm Bureau Conference room - May 11, 2000

Present: Board members; Walt Whitcomb, Chuck Farrand, Victor Bissell, Galen Larrabee, Jon Olson and Fred Hardy.

Committee members; Brian Wright, Walter Fletcher, Harold Larrabee and Stanley Millay.

Others: Karen Brown-Mohr, MDIA Consultant and David Marcinkowski, Coop Exten.

1. Introductions: All present introduced themselves with a brief review of their connection with the dairy industry.

2. Secretary's report: Accepted as mailed.

3. Treasurer's report: Copies circulated, open to questions, accepted as presented. Dave Marcinkowski reported that there could be a small, positive, balance due MDIA for the recently held Dairy Seminar. Some question of when monies might be released for start up funds for Executive Director/Consultant project. Motion was made to use present MDIA funds at the rate of \$2000 per month for two months, if need be, while waiting for allocated funds to be released. Motion voted on and approved. (There were 6 members of the board present, making up a quorum.)

4. Committee reports: Galen reported that UMO has agreed to fund the following programs or positions; livestock, vegetables, and an entomologist. Food science was turned down. Jon Olson reported, briefly, on legislative activities. \$ 2.5 mil. to be provided for dairy manure systems. Sales tax exemption on electricity for agriculture passed. Compact update: Overorder premium has exceeded the \$ 100 mil. mark in payments directly to producers in the region, since July 1997. Executive Director resigned, search is on for new director.

Executive Committee Project: Lengthy discussion on this topic, with the help of Karen. Karen provided several documents for our review, throughout the discussion.

Highlights:

- We intend to carry out several district informational meetings with the help of local dairymen.
- Need to pursue assessment structure, Karen noted different avenues to accomplish this. Some organizations work through the Bureau of Taxation, some don't.
- Regional meetings may start in August or early September. Bangor, Augusta and Western Maine tentative locations.
- Suggestion of representation by this group at Farm Days to be held August 22 & 23 in Leeds. Suggest we contact the Department of Agriculture to see if we could join their display. (I called the Commissioner this A.M. He needs to consider it and get back to me soon.)

Page 2 Minutes 5/11/00

- Board structure: much discussion, do we try to incorporate Dairy&Nutrition and Promotion Boards ? How will we make up representation on the board, markets, area, or a combination? Consideration given to: 4 districts with 4 members from each; 3 districts with 2 members from each plus MDIA market designee system; 3 districts with 5 members from each. Karen had prepared sheets with numbers of farms and locations including maps which was very helpfull. In the final analysis the preference seemed to be toward 3 districts with 5 individuals from each district.
- A referendum has to be prepared for, to take place some time in November.
- Karen will prepare a Newsletter to go out shortly. She will try to incorporate some of the ideas put forth at this meeting. She will also try to include a producer milk price schedule, by market.

**Next meeting planned for THURSDAY, JUNE 22 at 7:30 P.M. at the Farm Bureau Conference Room in Augusta. Please mark your calander! We must have your input. Karen is off and running and needs our direction.**

Respectfully Submitted,

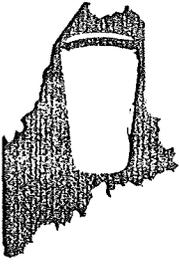
Fred W. Hardy Sec./Treas. MDIA

**Maine Dairy Industry Association PO Box 5013 Augusta, Maine 04332**

To: MDIA Board Members, Ad-Hoc Committee & Others  
From: Walt Whitcomb, Pres.  
Karen Brown-Mohr, Consultant  
Fred Hardy, Sec./Treas. MDIA  
Subject: MDIA Board Meeting Agenda  
Date: Thursday, June 22, 2000 7:30 P.M.  
Location: Maine Farm Bureau Conference Room, Augusta

**Agenda Thursday, June 22, 2000**

1. Introductions
2. Secretary Report
  - a. Approval of minutes from May 11, 2000 meeting
3. Treasurers Report
4. Committee Reports
  - Update on North East Dairy Compact Commission
  - EPA hearings on diesel sulfur fuel
  - Executive Committee Project
    - a. Establish a list of 2-3 contacts in each county  
(They will help organize regional meetings and serve as a local contact)
    - b. Set date for luncheon meeting in July to brief key legislative contacts
    - c. Review Q& A statements that we will need to answer at regional meetings
    - d. Draft Schedule of events in Maine – set dates for Regional meetings
    - e. Outline of Referendum Process
5. New Business
6. Set Date for the next meeting
7. Adjourn



**MAINE DAIRY INDUSTRY ASSOCIATION** P.O. Box 5013 Augusta, Maine 04332

Board Meeting Minutes

June 22, 2000

Present: MDIA Board Members; Walt Whitcomb, Chairman - David Lyman - Mark Ouellette - Jon Olson - Galen Larrabee - Fred Hardy. Ad-Hoc Committee Members: Harold Larrabee - Walter Fletcher - Barry Higgins - Brian Wright. Others present; MDIA Consultant, Karen Brown-Mohr - Representative. Carol Weston - Extension Dairy Specialist, Dave Marcinkowski - ME Milk Com., Executive Director, Stan Millay - Bill Bell - Chad Arms.

The meeting was held at the Farm Bureau conference room in Augusta with Chairman, Walt Whitcomb presiding.

1. Introductions; Individuals introduced themselves.
2. Reports; Karen reported on letter of support sent regarding clean air proposal. Concern that fuel prices being inflated unnecessarily do to the regulations. Discussion on when MDIA might receive monies from Dairy Stabilization Fund. Stan assured us it would be forthcoming as soon as Walt signed agreement and an invoice was sent to the Department. (Invoice sent on June 16). Fred reported on Northeast Compact activities.
3. Discussion on Executive Director proposal; Lengthy, informative and productive discussion resulted in the following (partial) list of opinions and conclusions.
  - (a). Referendum procedure: One vote per farm - use State inspection list to draw from.
  - (b). Outline of procedure to be sent to participants.
  - (c). Dates for informational producer meetings - last week in August.  
Tentative; August 29 in Bangor - Place to be announced  
August 30 in Augusta - Place to be announced
  - (d). Ballot collection and counting: still being worked on.
  - (e). Future critiquing of notice to producers of up-coming informational meetings.
  - (f). Budget discussion; How much assessment should be asked for?
4. Other Business: Bill Bell reminded us briefly of Don Hoenig's Herd Health and Milk Quality Assurance Program meetings being held. Next meeting to be held July 14 ??
5. Next Meeting of MDIA Board and Ad-hoc Committee: Thursday July 20 at F.B.

Respectfully Submitted,

Fred W. Hardy

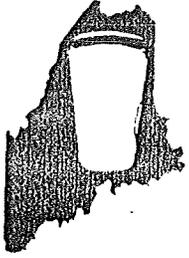
Sec./Treas. MDIA

**Maine Dairy Industry Association PO Box 5013 Augusta, Maine 04332**

To: MDIA Board Members, Ad-Hoc Committee & Others  
From: Walt Whitcomb, Pres.  
Karen Brown-Mohr, Consultant  
Fred Hardy, Sec./Treas. MDIA  
Subject: MDIA Board Meeting Agenda  
Date: Thursday, July 20, 2000 7:30 P.M.  
Location: Maine Farm Bureau Conference Room, Augusta

**Agenda Thursday, July 20, 2000**

1. Introductions
2. Secretary Report
  - a. Approval of minutes from the June meeting
3. Treasurers Report
4. Committee Reports
  - Update on North East Dairy Compact Commission
  - Forestry Referendum – November election
  - Executive Committee Project
    - a. Update on regional meetings
    - b. Brief Review of the handouts for regional meetings
      - Producers by county
      - Revised budget
      - Scope of work for Executive director
      - Design of the board that will be presented
    - c. Plans for Maine Farm Days
5. New Business
6. Set Date for the next meeting
7. Adjourn



**MAINE DAIRY INDUSTRY ASSOCIATION** P.O. Box 5013 Augusta, Maine 04332

Board Meeting Minutes  
July 20, 2000

Present: Board Members: Pres. Walt Whitecomb, Jon Olson, Galen Larrabee, Fred Hardy.  
Ad-hoc Committee Members: Walter Fletcher, Harold Larrabee, Brian Wright,  
Les Bosworth, Stan Millay.

Others: MDIA Consultant: Karen Brown-Mohr, Shelley Doak (Dept. of Ag.),  
and Dave Marcinkowski (Coop Exten.).

1. Introductions.

2. Secretary's report: Accepted as mailed.

3. Treasurers Report: Accepted as presented. Motion made, seconded and passed, in the affirmative, to invest a portion of our present reserve in a certificate of deposit. (Done on 7/21/00).

4. Committee Reports:

- Northeast Compact: Premium for June, 2000, \$ .80 per cwt. on all milk. Executive Dir. search well underway. Mass. legislature backing away from proposal in appropriations bill to do away with Compact in Mass.. Ken Bailey from Penn. State Univ. drafted a paper on effects of the Compact, mostly favorable. Commission voted to return another \$ 25,000 to the Maine Dairy Stabilization fund, leaves a balance due of \$ 25,000.
- Forestry Referendum: American Heritage Trust has asked for MDIA's support against Carter's Forestry Referendum, to be voted on in Nov.. SWOAM may also ask for support. It was voted to support the effort to defeat same.  
Carter may be coming with another referendum for next year on pesticide control.

• Executive Committee Project:

a. Update on regional meetings. discussion on format for notice of producer meetings, decided on offering one proposal (part time, office requirements furnished by Director) and open to ideas from the group attending. Offer choice of assessment amount explaining what might be accomplished with corresponding dollars. Some discussion of possible, partial funding from MMC, no conclusions.

b. Brief review of handouts for regional meetings.

Producers by county, revised budget and scope of work for Exec. Dir. were all discussed

Design of the board that will be presented. This was discussed at some length, with several options. Conclusion seemed to be a 13 member board made up of 3 representatives from each of 3 regions along with 1 designated member from each of 4 producer market groups. Still open to feed back from producer meetings.

**Maine Dairy Industry Association PO Box 5013 Augusta, Maine 04332**

**To: MDIA Board Members, Ad-Hoc Committee & Others**

**From: Walt Whitcomb, Pres.**

**Karen Brown-Mohr, Consultant**

**Fred Hardy, Sec./Treas. MDIA**

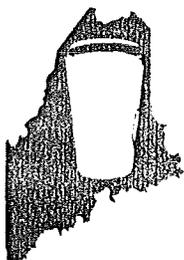
**Subject: MDIA Board Meeting Agenda**

**Date: Thursday, September 14, 2000 7:30 P.M.**

**Location: Maine Farm Bureau Conference Room, Augusta**

**Agenda for September 14, 2000 meeting**

1. Introductions
2. Secretary Report
  - a. Approval of minutes from the July meeting
3. Treasurers Report
4. Committee Reports
  - Update on North East Dairy Compact Commission
  - Executive Committee Project
    - a. Update on August 30, 31<sup>st</sup> regional meetings
    - b. Discuss wording for the referendum ballot
    - c. Discuss MFB and MSC meetings and how to make information available to farmers and promote this effort
    - d. Discuss the possibility of including an issues questionnaire with the referendum ballot. Our goal would be to have input on prioritizing goals for the next legislative session
5. New Business
6. Set Date for the next meeting
7. Adjourn



**MAINE DAIRY INDUSTRY ASSOCIATION** P.O. Box 5013 Augusta, Maine 04332

Meeting Minutes

MDIA Board Meeting September 14, 2000

Present: Board Members; Walt Whitcomb, Victor Bissell Jr., Chuck Farrand, Mark Ouellette, and Fred Hardy. Ad-Hoc Committee Members; Harold N. Larrabee, Stanley Millay, Walter Fletcher, and Barney Wright. Others; Consultant, Karen Brown-Mohr and guest. Joyce Larrabee.

1. Introductions: - None needed.
2. Secretary's report: Accepted as mailed.
3. Treasurer's Report: Presented verbally and accepted as presented.
4. Committee reports:
  - Northeast Dairy Compact update; Executive Director Dan Smith in the process of re-staffing office- staff attorney hired, administrative assistant hired -- pools being paid out in a timely fashion -- efforts being directed to strengthen support for other Compacts -- also plans for justification of reauthorization of existing NE Compact beyond next year. Discussion on other pricing issues offered by Stan Millay. Walt expressed desire to help 4-H dairy members, financially, with Eastern States Expo trips. Also may there be a way to help farmers out with acquiring labor and other labor related issues. No action taken.
  - Executive Committee Project:
    - a. Update on August 30&31st regional meetings;  
19 attended 30th --- 18 attended 31st, including 3 legislators  
Sessions went well, some concern but generally well accepted.
    - b. Discuss wording for referendum ballot;  
Karen will produce sample ballot.
    - c. Discuss MFB and MSC meetings:  
Make info available-- Karen will prepare hand out material for distribution to Farm Bureau and Soil and Water District meetings. Karen will also try to visit with dairy farmers at fairs (Farmington, Cumberland, Fryeburg).  
Newsletter will be sent early October including sample ballot. Referendum ballots will be mailed on November 1, allow 2 weeks for their return -- count ballots on November 16. Have at least one disinterested party to participate in ballot counting.  
Karen will schedule meetings with various news editorial boards, involving individual board members.
    - d. Issues questionnaire:  
A survey (questionnaire) will be sent after the referendum is completed for the purpose of showing the legislature the need for this proposal to be implemented.

*Adjourn*  
*Respectfully Submitted*

*D* *MDIA*

**Maine Dairy Industry Association PO Box 5013 Augusta, Maine 04332**

**To: MDIA Board Members, Ad-Hoc Committee & Others**

**From: Walt Whitcomb, Pres.**  
**Karen Brown-Mohr, Consultant**  
**Fred Hardy, Sec./Treas. MDIA**

**Subject: MDIA Board Meeting Agenda**

**Date: Thursday, Nov. 16, 2000**

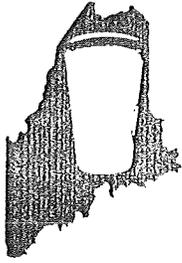
**Location: Maine Farm Bureau Conference Room, Augusta**

**Time: \*\*\*We will count ballots at 7:pm\*\*\***  
**MDIA Regular meeting will start at 7:30**

**Agenda for November 16, 2000 meeting**

1. Introductions
2. Secretary Report
  - a. Approval of minutes from the September meeting
3. Treasurers Report
4. Committee Reports
  - Update on North East Dairy Compact Commission
  - Executive Committee Project
  - Announce outcome of the Referendum
  - Discuss the Report that will go to the Legislature
  - Discuss where we go as a result of the referendum
5. New Business
6. Set Date for the next meeting
7. Adjourn





Minutes  
MDIA Board of Directors Meeting  
November 16, 2000  
At the Farm Bureau Conference room, Augusta, Maine

Present: Board Members; Walt Whitcomb, Chuck Farrand, Victor Bissell Jr., Jon Olson, Galen Larrabee and Fred Hardy. Ad-Hoc Committee Members; Brian Wright, Wayne Hapworth, Barry Higgins, Harold Larrabee and Stan Millay. Others present; Consultant Karen Brown-Mohr, Commissioner Bob Spear, State Vet. Don Hoenig, Representative Carol Weston, NFIB State Director David Clough and Joyce Larrabee.

MDIA President Walt Whitcomb conducted the meeting.

1. Introductions: None needed with the exception of David Clough who was introduced by Karen as a disinterested party to count referendum votes. (We thank him for that).

2. Secretary's Report: Accepted as previously mailed.

3. Treasurer's Report: Copies of a report of expenses, to date, for the executive director proposal were circulated, along with copies of a regular treasurer's report. Both accepted as presented.

4. Committee Reports: Northeast Dairy Compact; Fred reported on several activities pertaining to the Compact. A letter received from CCC stating no action need be taken due to the production within the region showing .1% increase compared to a 5% increase throughout the U.S.A.. --- It was reported that something in excess of \$50 million has been distributed to producers in the region, since January 1, 2000.--- Office staffing still underway. --- Compact Executive Director Dan Smith, in October, visited with Maine's Compact delegation, attended a Maine Milk Commission meeting, and met with Commissioner Spear and the delegation. Smith also visited each of the New England states in a similar manner.

Stan Millay reported on the results of an on going legal situation with Grants dairy vs the Maine Milk Commission, the court found in the MMC's favor on the appeal.

Commissioner Spear reported that Linda Dyer is a patient at MMC, due to a fall and broken bones.

Don Hoenig reported on several issues, including a cow health assurance program, a committee has been formed and are meeting monthly. --- Biosecurity issues --- animals traveling from one farm to another as well as employees and other people doing same.--- Meetings being held at Fogler's --- drafting legislative proposals "trying to get ahead of the curve". --- Johnes disease, UMO has grant to test - 15% show some positive signs. Cornell will also offer services at reduced rates. Some USDA monies may be available for information and training grants. -- Touched, briefly, on antibiotic testing of milk samples. appeals now possible.

Referendum: Count results, 202 total ballots cast, 119 yes --- 83 no. Majority voting in favor of proceeding with checkoff of \$.01 per cwt of milk sold to support a paid Executive Director position for MDIA.

How do we proceed? After some discussion, a motion was made, seconded and passed in the affirmative to submit a report, including results of the balloting, to the Appropriations Committee with the intent to submit legislation.

Discussion followed on the proposed legislation. Motion made, seconded and carried (unanimously) to submit proposal to the legislature to collect 1 cent per cwt., of milk sold, to provide funding of an executive director proposal by MDIA.

Staffing: Motion to continue the employment of Karen Brown-Mohr through the up-coming session. Seconded and accepted. Karen and others will start on draft legislation.

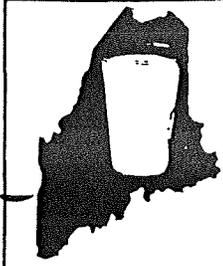
5. New Business: Annual Meeting; It was decided to hold the MDIA Annual Meeting at the Agricultural Trades Show on Tuesday January 9, 2001, at 1:30pm, immediately following the Commissioner's luncheon. Possible topics of interest; Dr. Hoenig offered to make brief comments on Johnes. --- The Dairy Farm Family of the Year (2000) will be asked to make a presentation. (I have been in contact with Dave Marcinkowski. He will contact the Hemond's and make the arrangements). --- A brief update on the Executive Director Proposal will be offered.--- An election of 6 members to the MDIA Board of Directors needs to be carried out, Walt appointed Galen Larrabee to head up a nominating committee.

Booth at Trade Show: It was decided to provide for a MDIA booth at the Trade Show. Fred will try to make arrangements for same. ( Contacts have been made).

Dairy Seminar: Fred will contact Dave Marcinkowski to start preparations for same. (Dave has been contacted, we will share speakers with other states as in the past. There are two feature speakers already engaged. Dave plans to be at our December 11, Board meeting for better explanation). --- Dairy Shrine Awards will be presented. 15 minute presentation on where we are on Director proposal legislation etc..

6. Date for next meeting: Decided to hold regular Board meeting on December 11, 2000 at the Cony Road -- Milk Program Conference Room -- in Augusta at 10:30 am.

7. Adjourn:



# Maine Dairy Industry Association

Volume I, Issue I

July 9, 2000

How do my opinions become part of this process:

Attend the following

- July 20 MDIA Board meeting in Augusta
- Attend regional meeting in Bangor on Tues. August 29 and Wed. August 30 in Augusta at 7:30pm
- Call MDIA Board members and ask questions
- All Dairy Farms will be given the opportunity to Vote on the Nov. Referendum

## Inside this issue:

Milk Pool Statistics	2
Should MDIA Change	2
Dairy Industry Hires A Consultant	2
How Does Component Pricing Work?	3
Statistical Blend Prices Milk Market Admin.	3
Northeast zone differentials in Maine	3
Voice Your opinions	4

## Can We Offer a Potentially More Effective Approach to Represent the Dairy Industry?

### Where did this idea come from?

Recognizing that there is a need to do a better job at delivering their message while keeping the membership more informed on important issues MDIA Board members have spent the last year in meetings to explore ways of making the organization more effective.

During that time, Commissioner Robert Spear met with the group and expressed concern that often no one was the designated spokesperson representing the dairy industry when facing key issues such as taxation, sprawl, irrigation, pesticides, genetic engineering etc. He pointed to the Maine Potato Board and the Blueberry commission as examples of groups that more effectively impact their issues in part by having an Executive Director as a designated spokesperson .

### What's happened so far?

- Harold Larrabee (dairy farmer from Thorndike) worked with the Board MDIA to set up a steering committee to pursue a proposal for creating an Executive Director/ spokesperson position for Maine Dairy Farmers. The steering committee looked at other dairy industry states that had a trade association with a designated spokesperson. They felt that Idaho had the best example of a state trade association with a single spokesperson representing the industry before the legislature and regulatory commissions and serving as primary contact with the media.
- Harold also contacted Carol Weston, his legislator and asked her to sponsor legislation supporting a process for contacting all members of the industry and asking them if they would support this effort and be willing to pay for it.
- Rep. Weston (R-Montville) worked with Sen. John Nutting (D-Leeds), Sen. Marge Kilkelly (D-Wiscasset) and Rep. Richard Knee land (R-Easton) to develop the legislation and it became law in May. This legislation provides the Maine Dairy Industry Association with one-time funding to explore the interests of its members and all dairy farmers in forming an arm of MDIA which would have a primary spokesperson who would ensure that their needs and concerns are effectively represented.
- This one time \$30,000 funding (which came from the Maine Dairy Stabilization Fund, a dedicated dairy account ) provides the industry with a grass-roots opportunity to talk to members and determine if want to hire an executive director

**“This will provide the Maine Dairy Industry Association with one-time funding to access the interests in forming a State association for dairy farmers that would have a spokesperson.”**

## MAINE MILK POOL STATISTICS FOR APRIL 2000

DAIRY:	BLEND PRICE:	PAID INTO POOL:	RECEIVED FROM POOL:	NUMBER OF BULK TANKS
Houlton Farms	\$13.7541	\$.5321	\$.1734	6
Oakhurst Dairy	\$13.6969	\$.7849	\$.1734	73
Hood Portland	Federal Order	0	\$.1734	94
Agri-Mark Boston	Federal Order	0	\$.1734	10
Agri-Mark	Federal Order	0	\$.1734	48
West Lynn	Federal Order	0	\$.1734	153
NFO	Federal Order	0	\$.1734	14
NFO Organic	Federal Order	0	\$.1734	10
Organic Cow	Federal Order	0	\$.1734	20
Grant's	Federal Order	0	\$.1734	66

## Should MDIA Change?

Continue from Page 1

to represent the industry at the Maine Milk Commission, legislature and regulatory hearings.

### What happens next?

- Although generally in favor having a primary spokesperson for the industry, the steering committee isn't sure if this would work best as a part-time position or a full time position. This will be one of many questions discussed on **Tue., August 29th at 7:30pm in Bangor at the Ramada Inn** and **Wed., August 30th at 7:30 at the Augusta Armory on Western Ave..** MDIA will get a list of all Dairy Farms in Maine in operation on September 1,2000. and send a ballot to each one to vote on the final proposal in November.
- The results must be reported back to the legislature's Agriculture committee in November 2000.

## Dairy Industry Hires Consultant

On April 27th the MDIA Board and Ad-hoc committee interviewed four candidates to assist in restructuring the organization. Karen Brown-Mohr was selected to help develop a process to lead the organization for the next few months.

Karen will organize the regional meetings around the state so that members will have opportunity to discuss their opinions and learn more about the possibility of a designated spokesperson for the association. She will compile the information learned at the regional meetings and help MDIA draft questions that will be sent to all dairy farms on a referendum ballot in November.

Karen has 15 years professional experience in communications and governmental affairs for Boise Cascade and Mead Paper. During that time she represented the company before the legislature, boards and commissions and in industry associations. Before that she was elected to serve in the Maine Legislature from 1976-1982 representing 15 communities around Bethel, Sumner, and Andover. She currently resides in Portland with her husband and their two children.

# How does Component Pricing Work: by Stan Millay

Prior to January 2000, dairy farmers were paid on the basis of blend prices without regard to protein and other solids. Component pricing, effective January 1, 2000, where farmers get paid for the value of butterfat, protein and other solids in their milk, replaces the blend system of payment and has actually benefited Maine dairy farmers whose herds are high in protein and other solids. Even though component pricing has helped some farmers, the current low price of milk nationwide is a serious problem for Maine and the Northeast. A fourth component is called a Producer Price Differential (PPD) and in the federal order distributes any remaining federal pool money proportionately. Maine law was modified this past legislative session to allow Maine Market Producers to be paid based on components. Set forth below are component prices per hundred weight since January 2000.

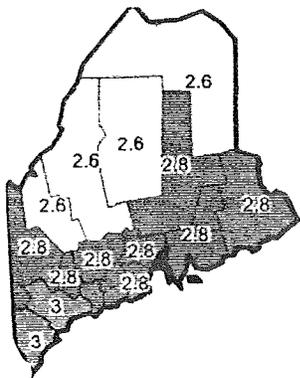
MONTH:	BUTTERFAT:	PROTEIN:	OTHER SOLIDS	PPD	STATISTICAL BLEND
January 2000	\$0.9366	\$2.1677	\$0.0503	\$2.30	\$12.35
February 2000	\$0.9588	\$1.9849	\$0.0432	\$2.67	\$12.21
March 2000	\$1.0191	\$1.9166	\$0.0424	\$2.85	\$12.39
April 2000	\$1.1352	\$1.7399	\$0.0408	\$3.05	\$12.46
May 2000	\$1.2854	\$1.5514	\$0.0403	\$3.53	\$12.90

*The Statistical Blend Price listed above is calculated by the Milk Market Administrator each month and replaces the former Zone I Blend Price.*

MONTH:	CLASS I:	COMPACT Class I Over Order Price	CLASS II:	CLASS III:	CLASS IV:
January 2000	\$14.15	\$2.79	\$0.9436	\$10.05	\$10.73
February 2000	\$13.96	\$2.98	\$0.9658	\$9.54	\$10.80
March 2000	\$14.09	\$2.85	\$1.0261	\$9.54	\$11.00
April 2000	\$14.18	\$2.76	\$1.1422	\$9.41	\$11.38
May 2000	\$14.73	\$2.21	\$1.2924	\$9.37	\$11.91
June 2000	\$14.95	\$1.99			

## Northeast Zone Differentials in Maine

ANDROSCOGGIN	2.80
AROOSTOOK	2.60
CUMBERLAND	3.00
FRANKLIN	2.60
HANCOCK	2.80
KENNEBEC	2.80
KNOX	2.80
LINCOLN	2.80



Oxford	2.80
Penobscot	2.80
Piscataquis	2.60
Sagadahoc	2.80
Somerset	2.60
Waldo	2.80
Washington	2.80
York	3.00

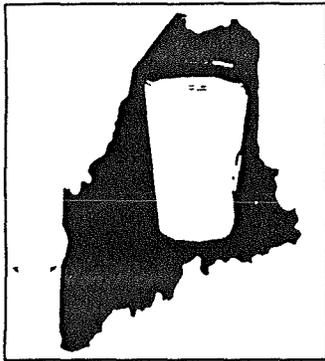
\* Price Differentials are paid on the Location of the processing plant

**MAINE DAIRY INDUSTRY  
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## **When will Dairy Farmers Have a Chance to Voice Their Opinions?**

MDIA next Board meeting is **July 20** at 7:30 pm at the Maine Farm Bureau Conference Room, Augusta

- There will be regional meetings to discuss possible options, ask questions and tell us what you feel the industry needs to become more effective. This will be your opportunity to come and help us fine tune what our future organization will look like and what services it will provide us and how we will pay for them.

Regional meetings on: **Tuesday, August 29 th at the Ramada Inn in Bangor at 7:30 pm** (exit 45B, right at the traffic lights, then take your immediate left into the Ramada Inn driveway)

**Wednesday, August 30th at the Augusta Armory at 7:30** ( 179 Western Ave.)

- This final product will be put to a vote and **each operating dairy farm will have one vote**. In Nov. ballots will be sent to all dairy farmers that were in operation on September 1st. and they will be asked to participate in a referendum vote. The results are reported back to the Legislature before the session convenes.
- The results of this referendum will determine the future of MDIA and provide an opportunity to have a stronger voice as an industry.

**Make your voice heard in shaping the future of the dairy industry**

**Contact a member of the MDIA Steering Committee**

Walter Whitcomb 342-5446  
Fred Hardy 778-4320  
Harold Larrabee 568-3537  
Galen Larrabee 568-4014

Consultant: Karen Brown-Mohr 761-4221  
Fax 874-0456  
e-mail: kbrownmohr@dellnet.com

**DAIRY  
REFERENDUM  
IN  
NOVEMBER**

**WHY DOES IT  
MATTER?**

Maine Dairy Industry Association—Referendum Edition

# Maine Dairy Industry Association

Volume 1, Issue 2

October 25, 2000

## Dairy Referendum in November

by Walt Whitcomb 207-342-5135

**Watch for your ballot**

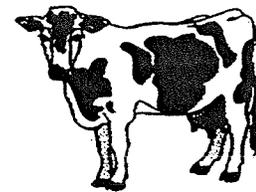
**Be part of the process**

- Dairy Referendum Ballots mailed early in November
- VOTE and Return your Ballots by November 15th
- MDIA will open ballots November 16th at its meeting at the Maine Farm Bureau in Augusta.
- MDIA must report results back to the legislature in November

In this season of elections Maine dairy farmers have our own referendum. Shortly after the general election on November 7th you will receive a referendum ballot asking for your "Yes" or "No" vote concerning a one cent per cwt. deduction from your milk check.

The result of your vote, plus the ballots received from other Maine dairy farmers will advise legislators who are ready to create an assessment that permanently funds the Maine Dairy Industry Association. A summary of the referendum vote plus comments from public meetings will be included in a report that must be made to the legislature before December 1, 2000.

Support from dairy farmers is the critical ingredient legislators are gauging before they change the law to automatically assess dairy farmers.



They are looking to you to answer the question about creating that statewide automatic assessment. Many hours of discussion have gone into structuring a MDIA board of directors that fairly represent all Maine dairy farmers. Hours have been devoted to outline the duties of a dairy spokesperson. Additional comments from farmers and many hours will still be needed should this referendum and legislation pass.

**Inside this issue:**

<i>Facts to Consider</i>	2
<i>What a Spokesperson would do for MDIA</i>	2
<i>Fred Hardy Editorial continued from P1</i>	2
<i>Questions that we were asked</i>	3
<i>Referendum Process</i>	3
<i>Sample Referendum Question</i>	4

## In My Opinion

By Fred Hardy

It's time for a change! For many years, in the dairy production business, we have relied on volunteerism to get certain, off farm, responsibilities tended to. We have seen many dedicated participants over the past years. However, in today's world it seems, there is neither the desire nor the spare time required to deal with taking care of business away from the farm. Many of these activities effect our dairy business directly. In my opinion, volunteerism ain't what it used to be!

For some time now we in agriculture made up less than two per cent of the population. That means that in order to be heard at the market place, dealing

## The Industry Association would utilize a spokesperson to do the following:

- Advocate for the interests of dairy producers on public policy and regulatory matters with groups such as the
  - Board of Pesticide Control
  - Worker's Compensation Board
  - Nutrient Management Board
  - Maine Milk Commission
  - Department of Labor
  - University of Maine
- Establish a coalitions with other organizations with similar interests.
- Work with the news media to develop a positive image of the dairy industry.
- Promote Maine's Dairy Industry as a resource for businesses, organizations and individuals requesting information about the facts and concerns of Maine's dairy industry.
- Provide technical guidance on dairy issues and legislative and regulatory processes.
- Track and influence legislative and regulatory issues likely to impact dairy producers.

## Facts to consider:

### WHAT WOULD DAIRY FARMERS PAY?

1-cent per cwt. on all milk produced in the state of Maine.

### HOW MUCH WOULD THIS RAISE?

Based on the current level of milk production in Maine, this check-off would generate approximately \$65,000 to \$70,000

### HOW WOULD THIS MONEY BE USED?

This money would be used to provide MDIA with the funds necessary to hire a part-time spokesperson who would staff the trade association that give Maine's dairy industry a stronger public voice.

### Where would this person work?

With the advantage of a cell phone and laptop computer, this person could work from their own office or wherever they are needed; there will be no need for MDIA to have the overhead cost of a traditional office.

Continued from page 1

## In my Opinion by Fred Hardy 778-4320

with rules and regulations, having an ear and a voice at the legislature, etc., it's time we considered engaging paid personnel to represent our interest in these matters and more. We need, as nearly as possible, as Maine dairy producers, to speak with one voice. We need to always be represented "at the table" on issues important to the dairy industry.

For most of the past year now, members of the MDIA Board of Directors along with an Ad-Hoc Committee of fellow dairy producers, Karen Brown-Mohr (part time staff assisting on this project) and others have worked diligently to work out a proposal for just such an endeavor. In my opinion, we have the blessing of Commissioner Spear from the Department of Agriculture. We also have several legislators encouraging this activity. They understand full well how important it is for them to have a representative of the dairy industry to turn to, for information, on a moments notice.

MDIA will soon be sending referendum ballots to each dairy farm shipping milk commercially, one vote per farm. Most importantly, I would encourage **EVERYONE to VOTE**, who is eligible. In my opinion. There must be strong support for this effort financially or it won't be done. In my opinion, those across the table from us are willing, able, and do, spend what it takes to have their way with dairy producers. Its time we make sure we're at the table. I encourage all producers to support this proposal.

## What questions did people ask about this project?

Since our newsletter in July MDIA has done several things to receive input from dairy farmers from around the state. We held two regional meetings in Bangor and Augusta in August where the attendance was small, but the discussion was productive among those who attended! Our consultant attended the Farmington, Cumberland and Fryeburg Fairs and discussed the proposal with dairy farmers. Questions that were asked:

**Q** The lump sum that is in the draft budget to pay the part time spokesperson—what does it cover?

**A** The amount in the draft budget that would be paid to the consultant would cover: salary, both for the spokesperson and any support staff that may be needed, computer, computer software, printer, scanner, office space, basic office supplies, utilities, newspapers, e-mail, and internet research.

**Q** Some people requested that no additional money spent on media or advertising.

**A** We would pay no advertising dollars for the type of media coverage that we hope to get. Our goal is to get press as a result on ongoing communication with the media and also respond to specific legislative / regulatory issues.

**Q** Can we find any money in the Maine Milk Commission budget and redirect it to pay for this project?

**A** There is a possibility that the Milk Commission will reduce its budget by an amount equivalent to 1/2 cent contribution. This would be about \$35,000, but part of this money is contributed by processors and would be returned to them. The legislature would have to approve of any budget changes and they would decide what to do with the money.

**Q** Has anyone been selected to become spokesperson?

**A** It is too early to select a spokesperson. The results from the referendum need to be reported to the legislature and they will enact legislation to reflect the position of the majority of dairy farmers. If this project proceeds the dairy industry would convene to organize the trade association sometime after July 2001, at that point they would give consideration on who the spokesperson should be.

## Referendum Process

- The Dept. of Agriculture will provide MDIA with the list of current dairy farms in operation on September 1, 2000 and all of these farms will receive one ballot.
- Ballots will be available on November 3, 2000 and each farm will receive their ballot in the mail.
- Exercise your right to **Vote** and return your ballot in the self addressed envelope that MDIA will provide or fax it to the number on the ballot.
- Ballots must be received by MDIA on or before Wednesday, November 15th. MDIA's address and fax number will be on your ballot.
- All ballots will be opened at the MDIA Nov. 16th meeting at Maine Farm Bureau in Augusta. The outcome of the referendum will be reported to the legislature and will be published in the December MDIA newsletter.
- Your Vote will remain confidential

**MAINE DAIRY INDUSTRY  
ASSOCIATION**

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Augusta, Maine

**Sample Ballot**

**Sample Ballot**

**Sample Ballot**

**Maine Dairy Industry Association**  
PO Box 5013, Augusta, Maine 04332-5013  
Fax 207-874-0456

The Legislature has asked Maine Dairy Industry Association to solicit a position from Maine's dairy farmers on the following question.

Would Maine dairy farmers be willing to **pay one cent per cwt. on all milk produced in the state of Maine in order to hire a spokesperson** for the dairy industry? Specifically the money would be used to organize a trade association that would hire a part-time spokesperson to represent the dairy producers on issues of their concern.

To cast your vote, mark the ballot accordingly and return it to the Maine Dairy Industry Association by Wednesday 4:00 p.m. November 15<sup>th</sup>, 2000. You can mail it MDIA in the enclosed envelope or you may fax it to MDIA at 207-874-0456.

**Your vote is Confidential**

I VOTE (CHECK ONE):

YES – Support the one cent per cwt. on all milk to help the dairy industry association obtain a spokesperson

NO – Oppose the one cent assessment to pay for this effort.

**Ballots must be received by MDIA by 4:00 p.m. November 15,2000**

Ballot number \_\_\_\_\_

Maine Dairy Industry Association  
 PO Box 5013  
 Augusta, Maine 04332-5013

NON-PROFIT Org.  
 U.S. Postage Paid  
 Permit No. 607  
 Augusta, Maine

**Maine Dairy Industry Association**

PO Box 5013  
 Augusta, ME 04332-5013

Karen Brown-Mohr  
 Phone 207-761-4221  
 Fax 207-874-0456  
 Email  
 kbrownmohr@dellnet.com

- **Maine Dairy Industry Association**
- **Maine Milk Producers**
- **AGRI-MARK Dairy Farmers**
- **Boston Market Producers**
- **National Farmers Organization**

**You are invited** to a regional meeting to discuss ways to keep dairy farmers more informed on important issues and have a stronger voice to represent them in the future.

The Maine Legislature has asked Maine Dairy Industry Association to ask Maine milk producers their opinion on the following and report the results back to the legislature in November.

**Options under consideration:**

- \* The discussion is focused on whether or not the time has come to hire an executive director to serve as spokesperson for the industry.
- \* Professional Consultant - estimated cost \$65 to \$75,000 per year
- \* **Tax the industry 1 cent or 2 cents per hundredweight to pay for this**

Please come and take part in the discussion and express your views on what we should do and how we should pay for it.

**Tues., August 29th at 7:30 pm at the Bangor Ramada Inn**

(off interstate 95 take Exit 45B, turn right at the traffic lights, then take your immediate left into the Ramada Inn)

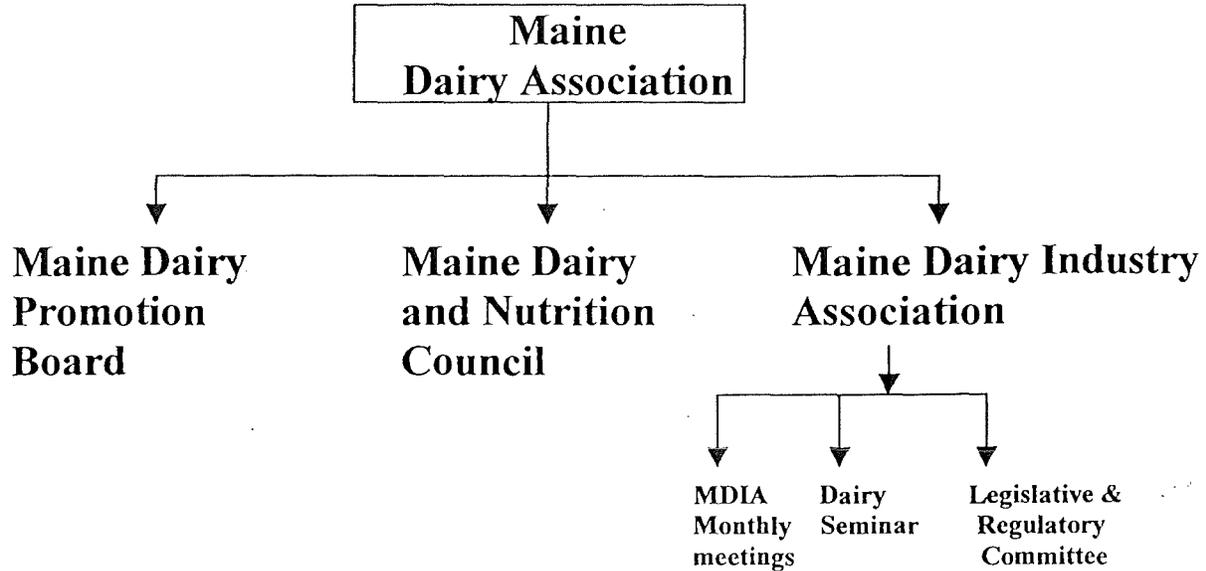
**Wed., August 30th at 7:30 pm at the Augusta Armory**

(off interstate 95 coming south take Exit 30A Augusta, turn right onto Western Ave. The Armory is at 179 Western Ave. on the left side of the street)

Refreshments will be served



Meet once a year --  
13 Members selected:  
4 from Markets  
3 from each of 3 districts



IRS 501 ( C ) 3

Board Members  
2 – Sell Maine Market  
2 – Sell Boston Market  
Comm. Of Ag.

\$500-600,000/yr. Budget

Funded by the National Dairy Promotion & Research Board  
They get the 10¢ for their budget  
They meet 6 times a year  
Per Diem of \$75 & mileage per meeting

Share Staff:  
Executive Director  
3 fulltime staff  
Staff gets state retirement & health Insurance

IRS 501 ( C ) 3

Board Members  
2 – Sell Maine Market  
2 Sell Boston Market  
Comm. Of Aug

\$180,200.000/yr Budget  
1 1/2¢ hundredweight -dealers

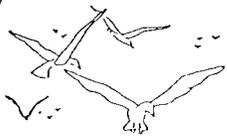
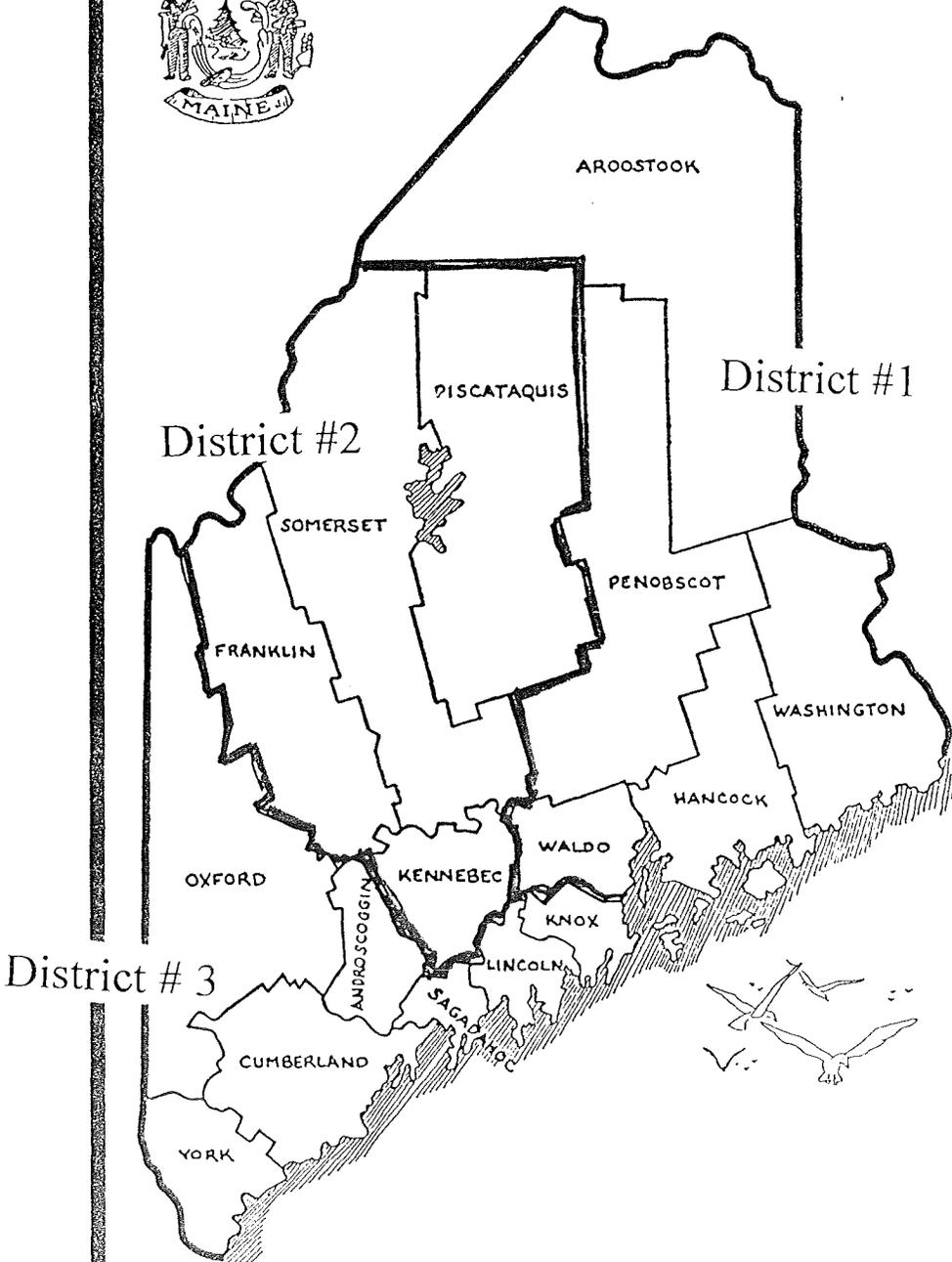
IRS 501 ( C ) 6

Same as current MDIA Board  
11 voting members  
3 non-voting members  
Cooperative Ext. Dairy Specialist  
One Dairy inspector  
One milk dealer representative  
5 ex-officio members  
Chair Me. Farm Bureau Dairy Comm  
President of Me. Milk Products, Inc  
President of Boston Milk Producers, Inc  
Me. President, NFO  
Me. Dir. AGRI-MARK

Executive Director/Consultant

- Lobby/ Gov't Affairs
- Media, Newsletters,
- Maine Milk Commission
- Pesticides Board
- Workers' Compensation Board
- Dept. of Labor
- Nutrient Management Board

# MAINE



Country	Dairy Farms	District
Androscoggin	43	D3
Aroostook	15	D1
Cumberland	24	D3
Franklin	30	D3
Hancock	1	D1
Kennebec	80	D2
Knox	9	D3
Lincoln	14	D3
Oxford	22	D3
Penobscot	62	D1
Piscataquis	21	D2
Sagadahoc	4	D3
Somerset	65	D2
Waldo	63	D1
Washington	2	D1
York	16	D3
Total	470	

Dairy Farms in each district

District #1 143

District #2 165

District # 3 162

## Scope of Work for an Executive Director /Professional Consultant for MDIA

The scope of services is to be accomplished in a part-time capacity with weekly hours varying as necessary. However for the purpose of discussion, the annual average weekly effort shall be estimated to be 20 hours per week.

Services to be provided shall include, but not necessary limited to the following:

- Technical guidance as pertains to dairy issues and the regulatory/legislative process.
- Legislative tracking – monitor and evaluate legislative and regulatory proposals likely to impact MDIA and its members. Inform and alert members to pending state and federal regulatory and policy development. Verbal and written presentations that represent the needs and interests of MDIA to regulatory, legislative and public authorities. Including, but not limited to: Pesticide Control Board, Maine Milk Commission, Workers' Compensation Board, Department of Labor and Nutrient Management Board.
- Strategic planning and goal setting for MDIA
- Routine contact with political and policy making officials in state and federal agencies
- Coalition building and establish positive working relationships with similar organizations as well as with other groups
- Attendance at all monthly/quarterly MDIA Executive Committee meetings, and solicit and coordinate feedback from members regarding proposed initiatives.
- Take initiative to complete special projects and goals as determined by MDIA Ex. Committee.
- Prepare and distribute press releases and develop relationships with the media in advancing the MDIA goals

### **Selection will be based on the following weighed criteria:**

- 1) Qualifications and recent experience with similar administrative projects, regulatory processes, technical competence and leadership abilities. (30%)
- 2) Approach and scope of services (25%)
- 3) Ability to work in a team environment, to communicate effectively and work cooperatively with MDIA members (20%)
- 4) Estimated compensation and costs for the work proposed (25%)

## Karen Brown-Mohr

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### Idaho Dairymen's Association

- Stated in 1944 as a non-profit cooperative organization funded by a voluntary assessment by dairy producers & milk processors
- In 1969 legislation authorized the state to assess all dairy producers ½ of 1% on gross value of milk produced. They Can raise the rate to 1% if needed.  
(tax assessed to the producer at the time of delivery to sale and shall be collected by the first purchaser)
- 1984 Federal law created National Dairy Promotion & Research Bd.
  - 5¢ national board & 10¢ United Dairymen of Idaho (UDI)
  - None of the 15¢ can be used to lobby

Purpose – promote Idaho milk products, promote research & consumption and to stabilize and protect the dairy industry.

Membership – everyone current in their payment of the Idaho State Tax on the production of milk & cream – shall have one vote

In 1988 The Idaho Dairymen's Assoc.(IDA) and the Idaho Dairy Products Commission recommended to their membership that they consolidate both organizations and be called the United Dairymen of Idaho.

New joint Board formed that consisted of 18 members

- 9 from the Dairy Products Commission
- 9 from the Dairymen's Assoc (IDA)
- 2 ex-officio members Dean of the college of Ag at Univ of Idaho or their representative and a representative from the Idaho Milk Producers' Association
- 4 committees (advertising& Promotion, Merchandising & food promotion, nutrition education and Industry & Legislative Affairs)
- each of the committees have their own budget
- Their budget & expenditures are approved by the Legislature/ agriculture committee

### Staff

- Executive Director
- Dir. Of Merchandising and Food Promotion
- Dir. Of. nutrition education and nutrient consultant
- Secretary-Bookkeeper
- secretary

In 1984-88 UDI allocated \$200,000 to fund lobbying carried out by IDA

In 1988-94 UDI allocates \$100,000 per year to lobby

1999-2000 IDA allocates \$350,000 per year to lobby

**US Department of Agriculture**

**Dairy Promotion and Research Order** Established in 1985

To review all programs that promotes milk through: Product promotion, research or nutritional Education programs on a state or regional basis

**National Dairy Promotion and Research Board**

The US is divided into 13 geographic areas that represent the distribution of milk production

- ✓ Maine in region 13 comprised of Connecticut –Maine gets one member on the Board
- ✓ Larger states like Wisconsin get six members on the board
- ✓ The number of members for each region that serve on the board is determined by -  
(Dividing the total pounds of milk produced in one year by 36 provides a factor of pounds of milk per member, and then dividing total pounds of milk for each region by that factor)

**Powers of the Board**

Funds collected through an assessment of 15¢ / hundredweight of milk for commercial use  
Assessment due end of month following the month the milk was marketed  
National Board gets 5¢ and local qualified boards get 10¢.

**Qualified State / Regional Dairy Promotion, Research or nutritional education Programs**

Certified programs are paid for out of this federal program

No program funds can be used to influence government policy or action

**Maine Dairy Promotion Board** formed in 1991

All funds received by this board (Chapter 611) must be allocated by the Maine Legislature (MRSA 5 Sec 1673)

5 Board Members

- ✓ 2 appointed by producers who sell on the Maine market
- ✓ 2 appointed by producers who sell on the Boston market under the current federal milk marketing order
- ✓ The commissioner of Agriculture or his appointment

Budget - \$500-600,000 per year from the National Dairy Promotion and Research Board

**Maine Dairy and Nutritional Council** formed in 1991

5 Board members

- ✓ 2 appointed by producers who sell on the Maine market
- ✓ 2 appointed by producers who sell on the Boston market under the current federal milk marketing order
- ✓ The commissioner of Agriculture or his appointment

Budget - \$180-200,000 per year from the 1 1/2¢ per hundredweight paid by the dealers and money from the National Dairy Promotion and Research Board

Employees of the Council (hired after 1996) are Maine state employees and receive state retirement and state health insurance

A Nutritional council member may not be a member (at the same time) of the Maine Dairy Promotion Board, but they can share an executive director and 3 full time staff.

Terms served: appointed for a 4year term and can serve up to 2 consecutive terms

## Karen Brown-Mohr

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### Overview of Maine Potato Board

Established in 1985 when the Board **melded three existing organizations into one unified public board**. Purpose: establish a cohesive framework for effective leadership within the potato industry.

Framework seeks to establish input and participation of members come from all levels and segments of the industry. Result: **Establish 7 geographical districts**.

**Within each of the 7 districts there are “assemblies”** made up of growers (table stock, seed, processing). A member (firm, person, or corporation) may not be members of more than one assemble. A member who is qualified for membership in more than one assemblies may sit on only one, but must annually declare their choice.

#### **Executive Councils elect members to the Maine Potato Board:**

A.) Each of the 7 district assemblies elects a member to represent them on a seven-member assembly executive council - they select two board members.

B.) The statewide dealers assembly elect a seven-member executive council to represent their interests – select three members of the board (One of these dealers selected must also be a grower)

C.) The statewide processors assemblies elect a five-member executive council and have two seats on the Board

The Executive councils meet four times a year

The Maine Potato Board meets at least monthly, (except may, Sept.)

The Board appoints an Executive Director.

Standing Committees

1. Advertising and Public Relations
2. Education
3. Environment and Legislative Affairs
4. Maine Potato Industry Long Range Plan
5. Research and Product Development

## Producers By Dairy

County	AgriMark	Grants	Houlton	NFO	Oakhurst	Organic Cow	Wt Lynn	Totals
Androscoggin	21	0	0	1	12	1	6	41
Aroostook	1	12	5	0	0	0	0	18
Cumberland	8	0	0	1	11	1	2	23
Franklin	9	0	0	3	6	0	11	29
Hancock	0	0	0	0	0	0	0	0
Kennebec	21	4	0	9	16	8	27	85
Knox	2	0	0	0	0	0	5	7
Lincoln	8	0	0	0	0	2	3	13
Oxford	16	0	0	1	1	0	2	20
Penobscot	2	24	0	1	3	1	29	60
Piscataquis	7	5	0	0	0	1	8	21
Sagadahoc	1	0	0	1	0	0	1	3
Somerset	17	2	0	4	6	7	29	65
Waldo	12	7	0	1	15	2	24	61
Washington	13	0	0	0	0	0	2	15
York	10	0	0	0	3	0	0	13
	148	54	5	22	73	23	149	474

**Karen Brown-Mohr**

7/6/00

**Number of Producers by Dairy**

Oakhurst	22%
Houlton	1%
	23% Total Maine Producers

Grants	20%
West Lynn	23%
	43% Total Boston Market

Agri-Mark	15.5%
Hood	14.2%
	30% Total Co-op

National Farm Organization	
NFO	1%
NFO organic	1%
Organic Cows	2%
	3-4% Total Organic



1 Barre Street, Suite 2  
Montpelier, VT 05602

*Anneth M. Becker*  
*Executive Director*



**OFFICERS**

Linda Smith Dyer, Chair  
Mae S. Schmidle, Vice Chair  
Mary K. Kassler, Secretary  
Powell Cabot, Treasurer

- In 1996, Congress consented to the six New England States forming the Northeast Dairy Compact.
- The mission of the Compact Commission is to take such steps as are necessary to assure the continued viability of dairy farming in the northeast, and to assure consumers of an adequate, local supply of pure and wholesome milk.
- The Commission membership represents broad interests including producers, processors, consumers, and state officials including departments of agriculture, WIC program directors and an assistant attorney general for consumer affairs.
- The most striking Federalist principle of the Compact is its establishment of a governance pattern of one state - one vote. Though the Compact Commission is comprised of 26 individuals, it is in reality comprised of six state delegations each entitled to a single, uniform vote.
- Following a five and one half month regulatory process during which the Commission held public hearings, received written comments and created working groups to analyze the testimony, the Commission adopted an over-order price regulation based on a combined federal order 1 and compact over-order price of \$16.94 per hundredweight on Class 1 milk that went into effect on July 1, 1997.
- The Commission also imposed an administrative assessment on Class 1 milk of 3.2¢ per hundredweight to cover the costs of administration and enforcement.
- The Dairy Compact is a form of counter-cyclical payment, except that none of these payments are made with tax dollars. Farmers receive the Compact's Producer price only when federal prices are below the Compact's over-order Class 1 price. In fact, for nine of the past 30 months, no Compact over-order payments were made because Class 1 prices were higher than \$16.94 in those months.
- OMB reported in February 1998 that during the first six months of the Compact's operation consumer prices for milk in New England were five cents lower per gallon than retail prices in the rest of the country. International Association of Milk Control Agency surveys also demonstrate that retail prices in New England stabilized after implementation of the Compact and prices were frequently lower in New England than other regions of the country during the operation of the Compact. The USDA Office of Investigator General (OIG) conducted an investigation of Compact activities. The OIG determined that, "the Compact met its obligation to the Commodity Credit Corporation in a timely manner and that producers received ... income enhancement as a result of the Compact."



## The Northeast Dairy Compact 1997 – 2000: A Progress Report

### 1. **Impact on the farmer:**

- The Northeast Dairy Compact Commission (Compact) *has disbursed \$115 million to dairy farmers*. Because this money is put straight back into the local economy, it turned over several times. This “multiplier effect” means that the Compact has generated \$460 million in economic activity throughout New England.
- The Compact’s role as a *safety net* was proven in this year of record high and low milk prices. The *Compact reduced by 48 percent* the impact of a dramatic \$3 drop in the blend price. On average, the Compact has represented 4 percent to 8 percent of farm income.
- A GAO study showed the Compact *stabilized farm prices for milk* which previously were more volatile and increased at a slower rate than retail prices  
(Retail price up 32 % from ‘87-’97 compared to 2% for farm prices).
- New England imports 25 to 30 percent of its milk supply to meet demand. The Compact’s charter calls on the commissioners to stabilize local milk production.

### 2. **Impact on the Consumer:**

- The Compact ensures that participants in the Women, Infants and Children (WIC) program do not pay more for their milk as a result of the premium. In 1998 and 1999, WIC programs in the six New England States have been reimbursed a total of \$1,895,241.08 million. The state breakdown is: \$987,265.93 for Massachusetts, \$377,314.80 for Connecticut, \$98,283.50 for Vermont, \$156,666.96 for Rhode Island, \$128,344.82 for New Hampshire, and \$147,365.07 for Maine.
- The Compact *reimburses school meal* programs for the effects of the Compact.
- The *retail price of milk throughout New England has stabilized over the past two years*, according to statistics from state agriculture departments, and is now *lower* than non-Compact regions.
- Although the region benefits, an OMB study stated the Compact “*does not suggest significant adverse effects for dairy producers and consumers outside of New England.*”
- Consumption of drinking milk in New England has not declined since implementation of the Compact.

### 3. **Reauthorization:** *The US Congress is considering bills that would:*

- reauthorize the Northeast Dairy Compact,
- Expand it to include New York, Pennsylvania, New Jersey, Pennsylvania, Delaware and Maryland.
- Create a new Southern Dairy Compact including Virginia, West Virginia, North Carolina, South Carolina, Georgia, Kentucky, Tennessee, Alabama, Mississippi, Missouri, Arkansas, Louisiana, Kansas, and Oklahoma.

For more information call (802) 229-1941 or visit [www.dairycompact.org](http://www.dairycompact.org)

**WHAT WOULD DAIRY FARMERS PAY?**

1-cent per cwt. on all milk produced in the state of Maine.

**HOW MUCH WOULD THIS RAISE?**

Based on the current level of milk production in Maine, this check-off would generate approximately \$65,000 to \$70,000

**HOW WOULD THIS MONEY BE USED?**

This money would be used to provide MDIA with the funds necessary to hire a part-time spokesperson and run the trade association that would give Maine's dairy industry a stronger voice.

**Who can I call for more information?**

*MDIA Steering Committee*

- Walter Whitcomb 342-5446
- Fred Hardy 778-4320
- Harold Larrabee 568-3537
- Galen Larrabee 568-3538
- Steve Russell 872-6533
- Jim Richmond 487-3247
- Barry Higgins 285-3591
- David Lyman 474-2922
- Harold Larrabee 568-3537
- Brian Wright 426-8904
- Les Bosworth 782-4780
- Victor Bissell 368-4921

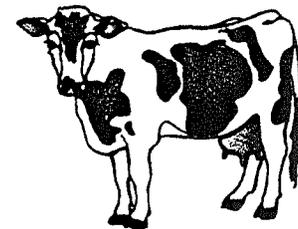
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E-mail: [kbrownmohr@dellnet.com](mailto:kbrownmohr@dellnet.com)

DAIRY  
REFERENDUM  
IN  
NOVEMBER  
  
WHY DOES IT  
MATTER?

**MAINE DAIRY  
INDUTRY  
ASSOCIATION**



# Maine Dairy Industry Association

## Why this is needed?

**“ No one is the designated spokesperson representing the dairy industry when facing key issues ..”**

**Robert Spear,  
Commissioner of Agriculture**

**“We need, as nearly as possible, as Maine dairy producers, to speak with one voice. We need always to be represented “at the table” on issues important to the dairy industry.”**

**Fred W. Hardy, New Sharon**

## **The Industry Association would utilize a spokesperson to do the following:**

- Represent the interests of dairy producers in public and regulatory matters with groups such as the
  - ◆ Board of Pesticide Control
  - ◆ Worker's Compensation
  - ◆ Nutrient Management Board
  - ◆ Maine Milk Commission
  - ◆ Dept. of Labor
  - ◆ University of Maine
- Develop coalitions with other organizations with similar interests.
- Work with the media to develop a positive image of the dairy industry.
- Promote Maine's Dairy Industry as a resource for businesses, organizations and individuals requesting information on the needs of Maine's dairy industry.
  - Technical guidance on dairy issues and legislative/regulatory process.
  - Track Legislative and regulatory issues likely to impact dairy producers

## **Where does the proposal go from here?**

On November 1, 2000 every Dairy Farm in Maine will be sent a referendum ballot from MDIA.

Each Farm will have one vote on this issue

Ballots will be returned by November 14th to MDIA in Augusta

Maine Dairy Industry Association will open the ballots on November 16th at its meeting, 7:30p.m. at the Maine Farm Bureau in Augusta.

MDIA must report its results and findings back to the legislature in November

**WHAT WOULD DAIRY FARMERS PAY?** 1-cent per cwt. on all milk produced in the state of Maine.

**HOW MUCH WOULD THIS RAISE?** Based on the current level of milk production in Maine, this check-off would generate approximately \$65,000 - \$70,000

**Could the assessment be increased?** This 1-cent assessment could not be increased unless the dairy farmers passed a new referendum requesting the increase and then the legislature would have to pass a new law to enact it.

**HOW WOULD THIS MONEY BE USED?**

This money would be used to provide MDIA with the funds necessary to hire a part-time spokesperson who would staff the trade association that would give Maine's dairy industry a stronger voice

**Where would this person work?** With the advantage of a cell phone and laptop computer, this person could work from their own office or wherever they are needed; there will be no need for MDIA to have the overhead cost of a traditional office.

**Who can I call for more information?**

*MDIA Steering Committee*

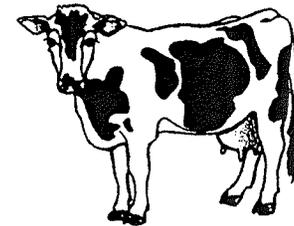
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- Mark Quелlette 474-6574
- Roger Ridley 636-1860
- Jim Lilley 757-8522
- Ed Benson 892-6925
- Charles Farrand 634-5691
- Wayne Hapworth 873-1448

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57 Coyle Street  
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E-mail: kbrownmohr@dellnet.com

DAIRY  
REFERENDUM  
BALLOT  
ENCLOSED  
PLEASE VOTE &  
RETURN YOUR  
BALLOT BY  
NOVEMBER 15

*MAINE DAIRY  
INDUSTRY  
ASSOCIATION*



# RETURN YOUR BALLOT TO MDIA BY WEDNESDAY NOVEMBER 15

## Why this is needed?

**“ No one is the designated spokesperson representing the dairy industry when facing key issues ..”**

**Robert Spear,  
Commissioner of Agriculture**

## What happens after MDIA's meeting on Nov. 16th?

If the majority of ballots support this project then the Me. Legislature would consider legislation to establish a system to collect the assessment.

## **When would MDIA meet to decide how the board would operate and who would be on the board?**

MDIA would meet after July 1, 2001 to set up elections to fill the new board positions. It is important that the controlling board represent all points of view. After the board was elected they would write the new by-laws for MDIA.

All dairy farms would have an opportunity to vote on accepting the new by-laws at a membership meeting.

## **The Industry Association would utilize a spokesperson to do the following:**

- Advocate for the interests of dairy producers in public and regulatory matters with groups such as the
  - ◆ Board of Pesticide Control
  - ◆ Worker's Compensation
  - ◆ Nutrient Management Board
  - ◆ Maine Milk Commission
  - ◆ Department of Labor
  - ◆ University of Maine
- Establish a coalition with other organizations with similar interests.
- Work with the news media to develop a positive image of the dairy industry.
- Promote Maine's Dairy Industry as a resource for businesses, organizations and individuals requesting information on the needs of Maine's dairy industry.
- Provide technical guidance on dairy issues and legislative/regulatory process.
- Track and influence Legislative and regulatory issues likely to impact dairy producers

## **Referendum Process**

- Your ballot is enclosed in this mailing. Please **exercise your right to vote** and return your ballot in the self addressed envelope or fax it to the number on the ballot.
- Each Farm will have one vote on this issue.
- Ballots must be returned by November 15th to MDIA in Augusta
- Maine Dairy Industry Association will open the ballots on November 16th at its meeting, 7:30 p.m. at the Maine Farm Bureau in Augusta.
- **Your vote will remain confidential**
- MDIA must report its results and findings back to the legislature in November.

## MDIA DAIRY REFERENDUM BALLOT

### Maine Dairy Industry Association

PO Box 5013, Augusta, Maine 04332-5013

Fax 207-874-0456

The Legislature has asked Maine Dairy Industry Association to solicit a position from Maine's dairy farmers on the following question.

Would Maine dairy farmers be willing to be **assessed one cent per cwt. on all milk produced in the state of Maine in order to hire a spokesperson** for the dairy industry? Specifically the money would be used to provide MDIA with the funds necessary to hire a part-time spokesperson who would staff for Maine Dairy Industry Association to represent the dairy producers on issues of their concern.

To cast your vote, mark the ballot accordingly and **return the ballot to the Maine Dairy Industry Association by 5:00pm November 15<sup>th</sup> 2000.**

Please mail it to MDIA in the enclosed envelope or fax it to MDIA at 207-874-0456.

Your vote is Confidential

## MDIA DAIRY REFERENDUM BALLOT

I VOTE (CHECK ONE):

YES – Support the one cent assessment per cwt. on all milk produced in Maine to help the dairy industry association obtain a spokesperson

NO – Oppose the one cent assessment to pay for this effort.

**Ballots must be received by MDIA by 5:00pm November 15, 2000**

Fax to 874-0456 ... Or mail to PO Box 5013, Augusta, ME 04332-5013

Ballot number



**Karen Brown-Mohr**

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**Organizations****1. International Dairy Foods Association (IDFA.org)**

Issues, Priorities, Services

**National Council of Farmer Cooperatives (ncfc.org)**

Issues

**Dairy Farmers Association (DFA)**

Vision

Right to Farm Statute

Long Term Implications of Conservation Easements ( fb.com/issues)

EPA authority to Regulate Nonpoint Sources (TMDL)

USDA Farm definitions

Agriculture Competition

Capitol Gains Taxes

Dairy Policy

Estate Taxes

**National Milk Producers Federation (NMPF.org)**

Mission

**Northeast Dairy Producers Association (NEDPA)**

mission

**Dairy Herd Improvement (dhia.org)****American Dairy Science Association**

Goals,

**American Jersey Cattle Association (usjersey.com/ajca)**

Policy, goals

**2. Maine Farm Organizations****Me. Farm Bureau**

Issues of Concern

Articles of incorporation

**University of Maine Cooperative Extension**

Animal, Veterinary and Aquatic Extension

Cows/ crops

Dairy & Livestock web page (umext.maine.edu)

Staff

Issues: Supporting Youth

Environment

Natural Resources

Milk cost spreadsheet – milk costs

**4-H and Youth Development**



## **Karen Brown-Mohr**

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3. **State list of Agricultural Associations**
4. **Design of Other state dairyman's associations**
5. **Dairymen of Idaho**
6. **Maine Dairy Promotion Board and Nutrition Council**
  - Tax structure
  - Chapter 604
  - Min of meeting and advertising plan
  - Federal Dept of Agriculture Dairy Promotion and Research Order**
7. **Maine Milk Commission**
  - Milk Price sheet
  - Maine Milk commission control law
  - MRSA chapter 603
8. **Maine Potato Board**
  - Tax law
  - By Laws
  - Board – Plan of Work 1999 – 2000
9. **Northeast Dairy Compact Commission**
  - First Circuit Court Ruling
10. **IRS 501 ( c) 3**



## Karen Brown-Mohr

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MDIA Board and Task Force developed this partial list of issues facing the dairy industry in Maine. They felt that the new board would work to prioritize and add to this list when the new organization is established.

- Land development /urban sprawl is bringing residential development and non-farmers into agricultural areas. Many of these new residents have little previous exposure to agriculture and farming. Many even have misconceptions about activities that occur on farms and in rural areas. This issues include: noise, odor, use of pesticides, herbicide or fertilizer application as well as sludge spreading. Learning to coexist with development pressures, land use and recreational use issues.
- Adequate land base to support the size of the herd and yet being able to pay property tax etc.
- Farm Milk price vs. the price that consumers pay for milk
- Nutrient management
- Finding and retaining labor
- Freedom to Farm Act
- Regional milk marketing compacts
- Cost of Electricity
- Atlantic Salmon Conservation Plan
- New diesel emissions and fuel standards to improve air quality
- Addressing issues that come up at the Pesticide Control Board, Workers Compensation Board, Dept of Labor, Nutrient Management Board and the Maine Milk Commission.
- Coalition building and establishing positive working relationships with similar organizations as well as other groups:
- Develop relationships with the media
- Tracking legislation and regulations that are likely to impact the dairy farmers  
Dairy Farmers want to stay on the farm and work and need someone to represent them in the public policy arena and keep them informed of key issues.