

DAIRY MATTERS



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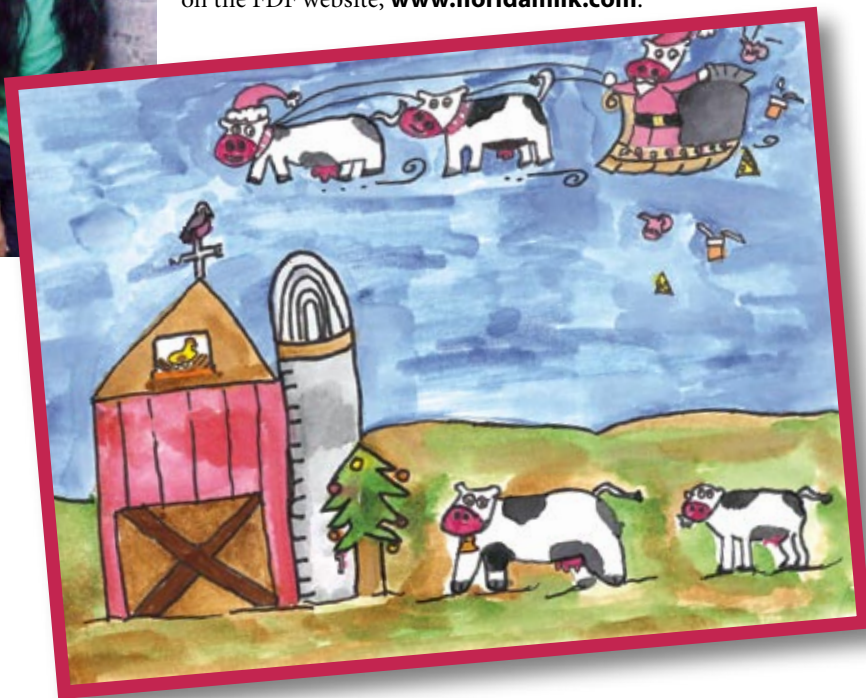
Ho! Ho! Ho! 'Dairy' Christmas! Kissimmee youngster wins Holiday Art Contest

Two festive-looking cows pull Santa's sleigh across the sky as he tosses milk, yogurt and cheese to the dairy farm below. Liriette Schultzs' watercolor painting of "Celebrating the Holidays on a Florida Dairy Farm" won her the top prize in the first holiday art contest sponsored by Florida Dairy Farmers. The 10-year-old student at Bethune Academy in Haines City was one of more than 140 youngsters up to age 14 who entered the contest.



Liriette Schultzs

Liriette says she has always loved art because it is a way to "express her feelings," and in this case, her love for dairy. The FDF staff selected the winner based on creativity, artistic skill and interpretation of the holiday theme. The Kissimmee girl's artwork will be featured on this year's holiday card that will be mailed to more than 300 dairy industry leaders and friends of FDF. In addition, Liriette will receive a gift basket, and her painting will be included on the FDF website, www.floridamilk.com.



Don't park in the pasture and other dairy lessons



Curious cows check out a visitor to their pasture at M&B Dairy in Lecanto.

Can you teach an old dog new tricks? Maybe so. After a year on the job, here are a few things I have learned.

Cows are curious. Photographer Phelan Ebenhack and I were visiting Dale McClellan's M&B Dairy in Lecanto. We drove the rental minivan into one of the pastures so he could take close-ups of the cows feeding at sunset. After parking and walking about 30 yards, I turned to see a few cows gathered around their strange and shiny visitor. The next time I looked, a few more had joined the group, then a few more, then a few more. When all I could see was the top of the van, I thought, hmm, maybe I better walk back over there and see what's up. What I found reminded me of those old Nickelodeon TV shows where the guests were "slimed." Picture 15 or more cows having sloppy face-time with the van's mirrors, windows, doors and headlights. Did I mention I left the driver's window down?



Upfront
Mick Lochridge

Dairy is a vast universe. Who knew the dairy industry was so huge? For the first few months I was here, it seemed like every time

Upfront continued on back page

Jan Henderson of Alliance Dairies joins national Sustainability Council

Jan Henderson, chief financial officer with Alliance Dairies in Trenton, has been appointed to the Sustainability Council of the Innovation Center for U.S. Dairy. She is the only Florida representative to the national group, a leadership team of producers, processors, manufacturers, retailers and dairy industry experts from non-governmental



Henderson

organizations and academic institutions.

"The Innovation Center and the Sustainability Council were established by dairy farmers with the goal to create a forum to break down barriers to innovation and sales. Dairy pro-

ducers continue to provide leadership through participation by Jan and other producers on the council, but the work is funded by companies across the value chain, including partners like World Wildlife Fund and USDA," according to Laura Mandell, vice president of sustainability communications for the Innovation Center.

Today the Council, which first met in 2008, supports projects to reduce greenhouse gas emissions and to develop marketplace innovation for sustainable food.

Henderson is the daughter of dairy farmer Ron St. John, who earlier this year was named the 2011 Florida Farmer of the Year by the Swisher Sweets/Sunbelt Agricultural Exposition.



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Florida Dairy Farmers
166 Lookout Place, Suite 100
Maitland, FL 32751

407-647-8899 | 1-800-516-4443

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Questions, comments: Contact Mick Lochridge at 407-647-8899 or mickl@floridamilk.com

Farmer Q&A



Cindy Eade: Community leader and educator-turned-dairy farmer

Cindy Eade, 55, is co-owner/operator of Cindale Farms, a 460-acre dairy just outside the Panhandle city of Marianna. Born in Tallahassee, she grew up in Pensacola where she graduated from the University of West Florida with a combined bachelor's degree in early childhood education and elementary education. After teaching first grade in Gainesville, she moved to Monticello in 1980, where she and husband Dale were minority owners of a dairy farm, and

he was production manager. While there, she was a school system volunteer and a member of the Jefferson County School Board for six years. Their two daughters, Meghan E. Austin and Lauren E. O'Bryan, were born in Monticello.

Ready to start their own farm, the family moved to Jackson County in 1994, renting two farms before buying their current property in 2003. Today they have a herd of 600 Holsteins, Jerseys and crossbreeds

with 350 milking cows. The Eades are gradually expanding with the addition of Meghan and her husband, Brad, who joined the business two years ago. The Eades have owned and operated Cindale Farms for 17 years.

"We truly are a family farm, all work is shared by everyone. I help out wherever I am needed, which includes milking, working heifers and cows, feeding calves, cleaning, baling haylage, checking dry cows, and chasing cows on the wrong side of the

Social media in action at Ag Institute's workshop

The Agriculture Institute of Florida invited Florida Dairy Farmers communications staff members Aaron Wockenfuss and Alayna Rivera to speak at the group's "Strategies for Social Media Success" workshop in early October.

They described to nearly 30 Ag Institute members how FDF uses Facebook, Twitter and YouTube to tell the dairy farming story and to spread the positive message of dairy. Their presentation detailed a June Dairy Month campaign that included trivia questions, polls and farming facts.

Dairy farmer Pam Butler of Butler Oaks Farms in Highlands County was in the audience. Afterward she noted, "We learned so much from your program ... We now have a purpose and a strategy for what we want [our] website to project."



Aaron Wockenfuss



Alayna Rivera

fence. I am also responsible for all the accounting for the farm,” Eade said.

Their achievements have been recognized over the years, including Outstanding Young Dairy Farmers in 1991, the Jackson County Dairy Farm of the Year in 1995, the Outstanding Farm Family for Jackson County in 2009 and the Conservationist of the Year for Jackson County in 2010.

Eade has served on the board of directors for Farm Credit of Northwest Florida since 2003, where she currently is Audit Committee chairwoman, Compliance Committee chairwoman and board appointee to the Risk Management Committee. She also is a member of the Jackson County Chamber of Commerce board, serving as chairwoman of the Ag Committee. *Dairy Matters* recently spoke with her and visited Cindale Farms.

Dairy Matters: *Why is it important for dairy farmers to be actively involved in their community?*

Cindy Eade: Being involved makes us much more rounded individuals. It makes us better farmers. We are all stakeholders in our communities. Each of us brings a unique perspective to the community, and the community can enhance our understanding of non-farm issues and concerns. The public is much more willing to stand beside us during difficult times if we have been engaged with them from the beginning.

DM: *In what ways do you spread the dairy message?*

CE: Our farm offers tours for school groups. We constantly offer members of our community opportunities to visit and tour. We just recently joined Facebook, (search “Cindale Farms, LLC” on Facebook, or visit <http://on.fb.me/cindalefarms>) where our goal is to provide pictures from daily activities and insight into what takes place on a dairy. We are also discussing taking part in a multi-county agri-tourism effort.

DM: *What are the biggest challenges today of being a dairy farmer in Florida?*

CE: Environmental issues, animal welfare

and the general public’s impression of what a dairy farm is and does. We must continue to be exemplary stewards of the land and hold to the highest standards of animal husbandry while we effectively communicate what we do to the public.

DM: *Why did you decide to build a grazing farm?*

CE: We use a low-input style of farming. In the past, we have used a free-stall barn system as well as a pasture-based system. Our management style, business and personal goals fit best with a pasture/grazing system.



Dale and Cindy Eade have owned and operated Cindale Farms for 17 years.

DM: *What innovative feeding method do you use with your calves?*

CE: Meghan and Brad persuaded us to try group-feeding milk to our calves. While I was hesitant at first, it has been a huge success for us. We raise calves in groups of 10 to 22 for 10 weeks. We have raised healthier calves with less labor than ever before.

DM: *What is most rewarding about being a dairy farmer?*

CE: Facing the challenges of animal agriculture on a day-to-day basis, while somehow managing the economics of a successful business, and doing it while working with our family is very rewarding.

DM: *Why did you decide to become a dairy farmer?*

CE: Having only lived in a city, I was introduced to a dairy cow for the first time when I was 19. That introduction, and eventual proposal from the boy who introduced us, allowed me to combine a passion for animals coupled with a love of the outdoors. This is an industry full of opportunity and people with a similar passion. I also love a challenge – both the cow and the boy!

DM: *What do you see in the future for dairy farming in Florida and across the country?*

CE: I see unlimited opportunity and endless challenges as fewer and fewer of us continue to produce food for a growing non-ag world population. We will continue to have the huge role of educating the public about where their food comes from. We will also have the challenge of helping the public understand that we need access to a work force that loves working and shares a similar passion and dedication.

DM: *As a former teacher, what role can schools play in educating children about the importance of a healthy diet?*

CE: Ideally parents fulfill this role. Realistically, all of us in agriculture must educate the educators about where and how our food is produced, and the importance of a balanced healthy diet and exercise.

DM: *What would you like the non-farming public to know about the dairy industry?*

CE: For most dairy farmers, the decision to dairy is not one made based solely on financial reward. As an industry, we are people who love nature, the land we farm, the cows we care for, and the challenges the business provides.

DM: *What do you like to do when you are not working?*

CE: I love to camp, fish or go boating with my family. My newest love is kayaking.

DM: *What would you be if you were not a dairy farmer?*

CE: I really can’t imagine not being a dairy farmer, but if I just had to do something else, it would have to be something that allowed me to work with animals, outside, and at the same time allowed me to interact with others with the same passions.

FDF shares the dairy farming story with libraries across the state

This summer Florida Dairy Farmers launched a reading program to teach kids about dairy farming in Florida and the benefits of nutrient-rich dairy. Staff members traveled to six libraries from Mayo to Arcadia, assisted by local farmers who brought a few of their calves to give youngsters a feel for life on the farm.

In the second phase of the program, FDF offered libraries the materials to conduct the program themselves. The program kit contains the book, *Allison Investigates: Does Chocolate Milk Come from Brown Cows?*, a Dairy 101 educational resource packet, 20 activity books and a Publix gift card to buy dairy treats. Of the 75 libraries contacted statewide, 47 requested the kits, with some asking for up to 15 so all of their branches could participate.

Shortly after the materials were delivered in early October, positive feedback arrived from libraries that had presented the program. One librarian in Lake Wales reported, “We had a great time! There were over 30 adults and children in attendance. They loved the book, and the chocolate milk and s’mores were a big hit. Thank you so much for these great resources you have made available to us.”



Alachua County farmers Linda and Matt Lussier share life on the farm with kids at the Hawthorne Public Library.



RON O'CONNOR - FARM CREDIT

Ag Commissioner Adam Putnam salutes Back to Football Friday

With a glass of milk in his hand, Florida Agriculture Commissioner Adam Putnam shows his support for Fuel Up to Play 60 alongside Florida Dairy Farmers CEO Michele Cooper (left), Dairy Health and Wellness Director Jennifer Sills (second from right) and Florida dairy farmer Dale McClellan with M&B Dairy on Back to Football Friday. On Sept. 9 schools were encouraged to participate in a nationwide celebration to kick off the NFL season and show their support for getting active. Fuel Up to Play 60 dovetails perfectly with Putnam's publicly stated commitment to tackling childhood obesity and helping Florida's children develop healthier eating habits.

22 schools receive Fuel Up to Play 60 funds

The Dairy Council of Florida has awarded more than \$65,000 to 22 schools statewide to support Fuel Up to Play 60, a national in-school health and wellness program that encourages children to eat nutrient-rich foods (low-fat and fat-free dairy foods, fruits, vegetables and whole grains) and achieve at least 60 minutes of physical activity every day. Fuel Up to Play 60 is a program of the National Dairy Council and the National Football League in collaboration with the United States Department of Agriculture.

The following schools were selected for the fall 2011 funding period:

Broward

- Coconut Creek High School
- Cypress Bay High School
- Monarch High School

Highlands

- Park Elementary School

Lee

- Bonita Springs Middle School

Miami-Dade

- Riverside Elementary School

Orange

- Castle Creek Elementary School

- West Creek Elementary School

Palm Beach

- Gove Elementary School
- Lake Worth Middle School
- Marsh Pointe Elementary School
- Washington Elementary School

Pinellas

- Marjorie Kinnan Rawlings Elementary School
- Pinellas Park Middle School
- San Jose Elementary School

Sarasota

- Atwater Elementary School

Seminole

- Goldsboro Elementary School
- Lake Orienta Elementary School

St. Lucie

- Lakewood Park Elementary School
- Manatee Academy (K-8)
- St. Lucie West K-8 School

Volusia

- Forest Lake Elementary School

"These schools are leaders in the fight against childhood obesity, using the Fuel Up to Play 60 program as a way to make a difference, getting kids to eat healthier and move more," said Jennifer Sills, MPH, RD, LD/N, SNS, director of Dairy Health and Wellness for the Dairy Council of Florida. Each school received up to \$4,000 to increase awareness of and access to nutrient-rich foods and provide increased opportunities for physical activity for students.

Florida schools have the opportunity to apply for the next Fuel Up to Play 60 funding period. The deadline for applications is December 1.

For more information, visit the national website for Fuel Up to Play 60 at www.fueluptoplay60.com or the Dairy Council of Florida's website at www.fueluptoplay60.floridamilk.com.

Farm to School Picnic welcomes students back to class

The Dairy Council of Florida enjoyed the Farm to School Picnic at Valleyview Elementary School in Lakeland with students and teachers. Agriculture Commissioner Adam Putnam also attended the August back-to-school event that featured locally produced foods, including dairy from M&B Products. Putnam has launched an initiative to provide more fresh Florida foods for school lunches.



Youngsters fill the cafeteria for lunch at Valleyview Elementary in Lakeland.

Florida Dairy Farmers welcomes 2 new employees

Lauren Cook joined the Dairy Council of Florida in September 2011 as a coordinator for the dairy health and wellness team. She coordinates nutrition affairs events, helping health professionals promote positive dairy and nutrition practices. She also helps organize Dairy Council grant initiatives such as Bucks for Breakfast and Recess Before Lunch. Born and raised in Tampa, Lauren holds a bachelor's degree in event management from the University of Central Florida.



Brittany Dixon also started in September 2011 as a dairy health and wellness coordinator for the Dairy Council of Florida. She is responsible for the coordination of Fuel Up to Play 60 events and social media for the dairy health and wellness team. She graduated from the University of Central Florida with a bachelor's degree in advertising and public relations. Her father, Dwayne Dixon, is a former Florida Gator wide receiver and wide receivers coach.

FDF celebrates Hispanic Heritage Month

To celebrate Hispanic Heritage Month, Florida Dairy Farmers worked with Hispanic media and other vendors to sponsor events. In September, FDF translated several of its dairy nutrition articles into Spanish and submitted them to every major Hispanic publication in Florida. Those articles also were shared with other state and regional offices throughout the country.

FDF sponsored two Hispanic community events in Tampa – the Telemundo Feria de la Familia and Hispanic Scientist Day – during the month of October. At the Feria de la Familia, more than 15,000 attendees had a chance to visit FDF’s booth, sample chocolate milk and learn about Fuel Up to Play 60. The Hispanic Scientist Day, held at the Museum of Science and Industry (MOSI), honored Dr. Christian Samper, conservation biologist and director of the Smithsonian Institution’s National Museum of Natural History. About 1,400 students from primarily Hispanic neighborhoods in the Tampa area visited the museum, many of them for the first time. M&B Dairy provided each youngster with a carton of milk during their lunch break.



Students share a picnic table at lunch during the Hispanic Scientist Day at the Museum of Science and Industry in Tampa.



With milk mustaches in place, dairy lovers pose at the Florida Dairy Farmers’ booth at the Orlando Southern Women’s Show.

‘Mother Daughter Day’ a big hit at Southern Women’s Shows

Florida Dairy Farmers sponsored “Mother Daughter Day” at the Southern Women’s Shows in Orlando and Jacksonville in October. FDF staffers gave away “fresh Florida milk” grocery bags filled with coupons and dairy messaging to the first 1,000 women who entered each show.

Visitors to the FDF booth posed for milk mustache photos, spun the prize wheel and entered to win a \$150 Publix gift card. Cabot Creamery also joined the booth to sample its aged, lactose-free cheese and provided a chef-dietitian for a presentation at the cooking stage. In Jacksonville, FDF also sponsored the “Mother Daughter Look-alike Contest,” and each contestant received a “fresh Florida milk” T-shirt.

In addition, FDF collected and added more than 3,300 email addresses to the database for its monthly consumer newsletter, which contains farmer information, recipes and nutrition tips.

Scientific Advisory Panel meeting focuses on issues facing dairy industry

Food safety, crisis management and dairy nutrition were the key topics at the Scientific Advisory Panel’s annual meeting. John Miller, chief of the Bureau of Dairy Industry, and Dr. Ron Schmidt, University of Florida Professor Emeritus, talked to the group about food safety; Dr. Gregory Christy, director of the State Agriculture Response Team, discussed crisis management and disaster planning; and Dr. Judith Rodriguez, nutrition and dietetics chair and professor at the University of North Florida, spoke about dairy’s

role in nutrition.

Joe Wright, Southeast Milk president and Highlands County dairy farmer, moderated a discussion on future goals for the SAP. Randy Burnham, Advisory Panel member, FDF director and Okeechobee County dairy farmer, and Michele Cooper, FDF CEO, moderated a session on animal activism and other emerging issues in the industry.

More than 20 SAP members and five FDF staffers attended the October meeting that was held at the Farm Bureau office in Gainesville.



Highlands County dairy farmer Joe Wright leads a discussion of goals for the Scientific Advisory Panel in Gainesville.



Student ambassadors (front, from left): Kenna Rudominer, Matthew McMillan and Silvana Naccarato with friends, family and Kevin Moore (middle right, sunglasses, dark shirt).

Hardee farmer Kevin Moore attends Dolphins game with FUTP60 ambassadors

Hardee County dairy farmer Kevin Moore joined Florida's three Fuel Up to Play 60 student ambassadors at the Miami Dolphins' first home game of the season on Sept. 18. Before the game, the students talked with Moore about the importance of the FUTP60 program at their schools. The ambassadors are sixth-grader Kenna Rudominer, Lyons Creek Middle School in Broward County; seventh-grader Matthew McMillan, Don Estridge High Tech Middle School in Palm Beach County; and ninth-grader Silvana Naccarato, Terra Environmental Research Institute in Miami-Dade County.

The ambassador program empowers students to take action and spread the word to their peers about the importance of a healthy lifestyle. Selected from a nationwide search with thousands of applicants, Florida's ambassadors demonstrated a passion for taking control of their own health and wellness while encouraging their fellow students to do the same. They also work to improve nutrition habits and physical fitness within their schools.

The Dairy Council of Florida will reward 15 schools that are dedicated to FUTP60 by inviting them to attend an NFL game this season.

Chocolate milk and friendly farmers

Upfront continued from front page

I turned around there was another association, federation or board. Each seemed to be bigger and more important than the one before it. Imagine being the new kid on the block in a meeting where the conversation is filled with acronyms that you don't know for the names of organizations that you have never heard of. Here's a little taste: ADA (American Dairy Association OR American Dietetic Association); NMPF (National Milk Producers Federation); UDIA (United Dairy Industry Association); and USDEC (U.S. Dairy Export Council). Why, yes, I believe I'll have a glass of milk with my alphabet soup.

Chocolate milk really does do that. A year ago it never would have occurred to me to keep a bottle of chocolate milk in the fridge for when I'm working in the yard and need a refreshing boost – especially during the sweltering sweaty summer. Today a bottle of 2 percent is a standing item on our grocery list.

The road is good. Traveling to farms across the state offers an extra bonus – catching parts of Florida I've never seen. The drive south to Okeechobee takes you through Yeehaw Junction and past the historic Desert Inn and Restaurant, once a trading post and brothel(!). Today it serves a decent bowl of chili that you eat under the watchful eyes of a couple of Indian man-nequins at a nearby table. Elsewhere, the road south from Live Oak through Mayo and down to Bell and Trenton offers natural Florida at its most scenic. But it's hard to beat the North Florida rolling landscape around Marianna and Monticello. Somebody once said that getting there was half the fun.

Farmers are friendly. During the past year I've visited more than a dozen dairies from the Panhandle to South Florida. Without exception, the farmers have been great to work with, witty, helpful to someone (me) asking a lot of questions, and they know without a doubt what they are about. They are committed to a profession that never takes a holiday. Some are raising families; some work alongside their spouses and grown children; some have established themselves as leaders in the industry and their communities. They care about their cows, their work and their land. As my father used to say about people he liked: They seem like just regular folks. And that seems to be the case here.

Mick Lochridge, who celebrated his one-year anniversary Nov. 1, is senior manager of industry communications for Florida Dairy Farmers. E-mail mickl@floridamilk.com, or call 407-647-8899.



166 Lookout Place, Suite 100
Maitland, FL 32751

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