

COLLABORATIVE MILK MARKETING  
WEDNESDAY, FEBRUARY 22, 2012

Registration for the workshop is \$15.00, which includes refreshments and lunch.

Name(s) \_\_\_\_\_ Phone Number \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# Attending: \_\_\_\_\_ at \$15 each TOTAL ENCLOSED = \$ \_\_\_\_\_

Make checks payable to **UNHCE - Grafton County**. To guarantee meals; send your reservation by February 17, 2012 to Michal Lunak, UNH Cooperative Extension - Grafton County, 3855 Dartmouth College Highway, Box 5, No. Haverhill, NH 03774. To check workshop details or to request accommodations to participate, including dietary, physical access, or other accommodation requests, including the ability to pay, please contact Michal Lunak (603) 787-6944. Ten working days are needed to facilitate special needs requests.



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*If you require special accommodations to participate in our programs, please contact the Grafton County UNH Cooperative Extension office at 603-787-6944.*



*New Hampshire Risk Management Education programs are a collaborative effort of the University of New Hampshire Cooperative Extension, New Hampshire Department of Agriculture, Markets and Food, USDA Farm Service Agency, USDA Risk Management Agency, NOFA New Hampshire and private crop insurance agencies.*



## New Concepts in Collaborative Milk Marketing



February 22, 2012

9:00am - 3:00pm

Makris Lobster & Steak House  
Sheep Davis Road  
Concord, New Hampshire

## WORKSHOP AGENDA

WEDNESDAY, FEBRUARY 22, 2012

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### 9:00 Registration

### 9:25 Welcome

- ▶ **Michal Lunak**, UNH Cooperative Extension Dairy Specialist

### 9:30 Creating a Milk Marketing Group to Preserve Sustainable Dairy Farm Income

- ▶ **Sam Simon**, Hudson Valley Fresh

### 10:30 Dairy Farming in Suburbia

- ▶ **Louis Escobar**, Rhody Fresh

### 11:30 Corn & Forage Crop Insurance

- ▶ **Shelby Colwell**, Crop Growers LLP

### 12:15 Lunch

### 1:00 Our Experience with Forming a Dairy Marketing Group

- ▶ **Bill Eldridge**, MooMilk

### 2:00 From Concept to Collaboration

- ▶ **Dr. Lynda Brushett**, Cooperative Development Institute

### 3:00 Adjourn

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These speakers are going to share their stories and experiences with developing their respective marketing groups, brands, and customer base. The pathways they took to arrive to the same end; the reasons why and the methods how each group was created, including the pitfalls, disadvantages and benefits they have encountered.

Milk is not the only product marketed. The process of developing the markets is applicable to any agricultural product. Non-dairy farmers are encouraged to attend this workshop.

## FEATURED SPEAKERS

COLLABORATIVE MILK MARKETING

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### **Sam Simon** - Hudson Valley Fresh, Poughkeepsie, NY

Sam was born and raised on a dairy farm. He retired in 1998 and put on a registered herd on a farm he bought in 1995. After milking for several years and receiving quality awards from the cooperative he sold to he realized that the quality premium did not come close to covering the difference between revenue and expense. Out of that realization Hudson Valley Fresh was born with the mission of segregating milk from only those farms that have a somatic cell count less than 200,000 and a raw bacteria count less than 5,000 EVERY day. The milk sold under the HVF label would guarantee the farmer \$21.00/cwt.

### **Louis Escobar** - Rhody Fresh, Portsmouth, RI

Louis is a dairy farmer milking 85 cows. In addition, Louis is the president of Rhody Fresh. Rhody Fresh Milk is produced by the Rhode Island Dairy Farms Cooperative, which was formed in 2004, and now includes nine dairy farms. Their milk is sold at retail stores, colleges and other locations.

### **Shelby Colwell** – First Pioneer East, Crop Growers, CT

Shelby is an insurance agent for Crop Growers LLP. She serves the Massachusetts, Connecticut, Vermont, and New Hampshire area. Shelby specializes in the Federal Crop Insurance Program, assisting producers in creating a risk management plan that is tailored to their needs.

### **William (Bill) Eldridge** – MooMilk, Salisbury Cove, ME

Bill is a founder of Maine's Own Organic Milk Company, L3C, a virtual company organized to process and market organic milk products from a group of ten organic dairy farmers throughout New England. He organized a group of strategic partners to provide hauling, processing, distributing and selling services while marketing directly to major grocery store chains and independents in New England.

### **Dr. Lynda Brushett** – Cooperative Development Institute, Shelburne Falls, MA

Lynda is a Senior Partner with the Cooperative Development Institute, a non-profit organization that builds cooperative leadership and enterprises in the Northeast where she leads agricultural, fisheries and food systems initiatives. Lynda consults with start-up and established production, purchasing, equipment, distribution, marketing, processing and retail cooperatives in the areas of market and business planning, conflict resolution, organizational development and feasibility analysis. Lynda is the author of *Specialty Food Business Fundamentals* and *Show Me the {Grant} Money Guide* and co-author of *Market Planning for Value-Added Agricultural Products* and *Grants For Farmers*. She is based in Barrington NH.