



**What makes DPAC different? We are:**

- **A nationwide grassroots coalition** of active dairy producers organized as a nonprofit 501(c)(6).
- **Similar to a community volunteer fire company:** DPAC is made up solely of grassroots dairy producers coming together for the benefit of the greater community of all dairy producers. ‘Friends of DPAC’ help fund the effort with their contributions.
- **100% farmer-led, focused and action driven.** The board of directors is made up of 20 directors—all active dairy farmers who are milking cows and selling the milk produced from the cows—per the coalition’s bylaws.
- **Pursuing a national vision.** Even though DPAC sprang from grassroots efforts in Pennsylvania and Ohio, the coalition’s **vision is national**, and the 2011 Board includes active dairy producer directors from 7 states and ad hoc members serving on committees from 12 states. As of Dec. 1, 2010, DPAC has received donations from individual dairy producers and producer organizations accounting for a combined 15,000-plus dairy producers in 20 states and agribusinesses serving dairy farms in 8 states.
- **Focused on one purpose:** To actively participate in dairy policy that affects milk pricing. This means everything from price discovery, marketplace transparency, inventory reporting, federal order reform and the price support system, to global trade, mechanisms for supply management, and risk management.
- **Organized by action groups.** Action groups work on the issues, including short term actions and future dairy policy, with participation of dairy farmers in more than 20 states as well as expert resources who provide information. DPAC reaches out to many other existing **producer** organizations for common ground.
- **Funded by donations—not dues**—from dairy farmers and agribusinesses. DPAC is organized as a nonprofit coalition without dues-paying membership. As a coalition supported by donations, we represent every dairyman, working for a pricing system that is less complicated and easier to understand. If you milk cows, you are theoretically a member of this coalition effort.
- **Communicating** via weekly articles in Farmshine, press releases, newsletter inserts and the website at: [www.DPAC.net](http://www.DPAC.net)

- **Assisted by a professional support team:**  
**Government Relations Consultant**—Dennis Wolff of Versant Strategies (former PA agriculture secretary)  
**Correspondence Secretary**—Sherry Bunting of Agriculture Writing Services (free-lance dairy writer)  
**Recording Treasurer**—Bernie Morrissey (semi-retired).

**What we are doing? SHORT TERM ACTIONS**

These are some of DPAC’s immediate actions to improve milk pricing transparency. Dennis Wolff has carried this message to Washington, D.C. ever since January 2010, and the coalition will continue to push this agenda.

- **Price Reporting:** Working to achieve funding to implement Section 1510 of 2008 Farm Bill, which calls for USDA to do more frequent (daily) electronic NASS price reporting (with quarterly auditing). DPAC also urges reporting of price on more products such as fresh Italian cheeses and yogurt, for example.
- **Inventory Reporting:** Urging mandatory dairy product inventory reporting (with auditing).
- **Market Concentration:** Participated with comments on a “transparency” panel at the combined USDA / Dept. of Justice 2010 dairy market concentration workshop in Madison, WI.
- **Import assessment** for dairy promotion: Urged USDA to implement import assessment of 7.5 cents per hundred-weight equivalent as in 2008 Farm Bill Section 1507.

**LONG TERM POLICY:**

• **DPAC supports a transparent and simplified milk pricing system.** The coalition has presented Cornerstones for Change to Lawmakers, USDA, the Dairy Industry Advisory Committee, American Farm Bureau, State Farm Bureaus, National Milk Producers Federation, the House Agriculture Committee, Department of Justice / USDA workshop, International Dairy Foods Association, various dairy processors and food industry participants and others. Board members and the professional team have met with producers and producer organizations in the Northeast, Southeast, Midwest and West for common ground. DPAC is currently communicating with more than 2000 dairy producers from 23 states. Our focus is market transparency and price discovery along with policies and changes in the Federal pricing system that spur innovation and share market risk among all sectors of the dairy industry versus dairy producers carrying all of the price risk.

- **DPAC Action Groups (of active dairy producers):** Milk Pricing; Milk Marketing Models Subcommittee; Supply Management; Media / Information; Ad hoc Members Search; State Issues; Standards & Regulations; Fundraising; Global Issues
- **Groups that have either donated OR voiced support:** Pennsylvania Dairymen’s Association; Maryland Dairy Industry Association; Southeast Dairy Coalition (12-State coalition affiliated with DPAC); Georgia Milk Producers Association.; Tennessee Dairy Producers Association.; Kentucky Dairy Development Council; U.S. Dairy Farmers and Friends (NY); Lowville NY Dairy Producers; Holmes/Wayne County Ohio Dairy Council; Bradford County PA Holstein Club; Jefferson County PA Holstein Club; Middletown PA Grange; Lebanon/Berks County PA Dairy Farmers Voice; Lancaster County PA Dairy Advisory Group; Butler County PA Dairy Solutions Forum; Indiana Professional Dairy Producers; Family Dairies USA (Upper Midwest); Upper South Milk Producers; Southeast Milk Producers Inc.; Minnesota Milk Producers Association; Dairy Producers of New Mexico.

## Clifford Hawbaker, Chair

Cliff and Maggie Hawbaker operate Hamilton Heights Dairy, a 300-cow biseasonal grazing dairy near Chambersburg, Franklin County, Pennsylvania, which has been in the family for six generations. They are also partners with their nephew in Emerald Valley Dairy: home to 100 milking cows and 275 replacement heifers in a grazing setup. Their daughter and her husband also have a 300-cow dairy in nearby Cumberland County. Milk from Hamilton Heights and Emerald Valley is currently marketed with Mount Joy Farmers Cooperative. In addition to serving as chair of the DPAC Board, Cliff is active in several other organizations, including his service as chair of the PA Grazing Lands Conservation Initiative (GLCI) and involvement in the National GLCI.

## Robert Barley, Vice-Chair

Rob and his brother Tom and cousin Abe, Jr. are partners in Star Rock Farms, LLC, a diversified enterprise farming land in both Lancaster and York Counties, Pennsylvania. In addition to the 1200-cow dairy, the operation includes cash crops as well as beef and pork production. Star Rock Farms markets their milk through Dairylea Cooperative. Rob graduated from Penn State University in Dairy and Animal Science. In addition to serving as a DPAC Board vice-chair, Rob has been a member of the Lancaster County Blue Ribbon Commission. He and his wife Shelly and their family live near Conestoga, Pa.

## Daniel Brandt, Vice Chair

Daniel and his brother Karl and father David are partners in Brandt-View Farms, Annville, Lebanon County, Pennsylvania. Dan's son Mark and nephew Nathan are the fourth generation to work on the farm, which is home to 370 head of registered Holsteins. They market offspring and embryos worldwide from top pedigreed cows. In addition to serving as a DPAC Board vice-chair, Dan is active in several organizations including having served as a state director of the PA Holstein Association and as a board member of the Lebanon County Farm Bureau. Brandt-View markets their milk with Land O'Lakes Cooperative. Daniel and his wife Rebekah and their family live near Annville, Pa.

## Laura Covert

Laura was not raised on a dairy farm. Her husband Dale has 65 registered Holsteins. Daughter Paige, 11, has the family's registered Jerseys, and daughter Julie, 14, has the family's registered Dutch Belts. The Coverts

operate Dalco Holsteins near West Winfield, Herkimer County, New York. The dairy farm is operated mainly by Dale and the children, while Laura works for a doctor's office in town. She was instrumental in putting together a landmark dairy policy meeting in Cobleskill, NY in 2006. As soon as she read about DPAC in Farmshine, she immediately got on the computer and found a phone number to contact a board member to see how she could help. For the first year, she served as an ad hoc member and became one of five new directors on the 2011 DPAC Board. Dalco Holsteins markets their milk through a small cooperative to Garelick Dairy.

## Jacob Esh

Jake and his wife Anna and their seven children have a 30-cow dairy farm near Gordonville, Pennsylvania. In addition to their Windmill Farm, the Esh family also operates a Handmade Quilts and Craft Shop at the farm in the heart of Lancaster County. Jake is an original member of the dairy advisory group who met biweekly and then monthly to correspond with lawmakers after the pasture meeting of 500 farmers gathered in August 2009 in Lancaster County. He became involved because he has a passion for the family farm. Esh markets his milk with Maryland-Virginia Cooperative.

## Dave Forgey

Dave and his wife Helen are partners with Scott and Darla Foerg in Forgey and Foerg River-View Farm, Inc., home to around 300 milking cows plus replacement heifers in a seasonal grazing operation along the Wabash River near Logansport, Cass County, Indiana. Dave is well known as a strong believer, columnist, and presenter in the method of intensive rotational grazing. He is active in the National and State GLCI and serves on the board of the American Forage and Grasslands Council. Dave was named 2010 Indiana Dairy Producer of the Year by the Indiana Professional Dairy Producers. He serves on the IPDP Board and on the Milk Promotion Services of Indiana Board and is a past board member of Foremost Farms USA and Mideast Milk Marketing Agency. Dave is a new member of the 2011 DPAC Board.

## Eric Frederick

Eric and his wife Jennifer and parents Larry and Sharon operate Rich-Lou Farms near Martinsburg, Blair County, Pennsylvania. Eric is the third generation at Rich-Lou, which is home to a commercial herd of 450 milking cows plus replacements. He and his wife also have registered Holsteins at their home farm. In addition to serving on the DPAC Board, Eric is active in the Blair County Holstein Club, which sponsored an October 2009 meeting of 300 dairy producers to talk about future dairy policy.

## Jack Fritz

Jack and his wife Carol and sons Seth and Colin operate Fritz-Glen Farm near Springfield, Robertson County, Tennessee on the border with Kentucky. The modified grazing and forage setup is home to 225 milking cows plus replacements. Jack grew up on a dairy farm in Pennsylvania and moved the Fritz-Glen Holsteins south in the mid-1990s, where he renovated a former beef farm for dairy. He is a member of the recently formed Tennessee Dairy Producers Association and participates in activities with the Kentucky Dairy Development Council. He served as an ad hoc member of DPAC over the past year and is a new member of the 2011 DPAC Board. Jack markets his milk as an independent shipper to a local plant.

## Duane Hertzler

Duane and his wife June and their son Neil and his wife Kilah are partners in Moo Echo Farms, LLC, near Loysville, Perry County, Pennsylvania, where Duane first established the dairy farm with his father's help in 1978. The 300-cow dairy converted to a grazing operation when Neil returned from Liberty University in 1994. Milk from Moo Echo Farms is marketed with Mount Joy Farmers Cooperative. In addition to serving on the DPAC Board, Duane is involved in many organizations and activities, including his service as chair of the Dairy Committee on the PA Animal Health and Diagnostic Commission and is involved in the National GLCI and as vice-chair of the PA GLCI. He is vice-chair of the Perry County Preservation Board and member of the PA Dairy Task Force Business Management Committee. Duane and June were named 2010 "Pacesetters" by the PA Dairy Stakeholders.

## Dale Hoffman

Dale and Carol Hoffman and their four children—Brad, Josh, Keith and Tricia (Adams) and their families—operate Kar-Dale-Acres: home to 700 milking cows plus a similar number of replacement animals near Shinglehouse, Potter County, Pennsylvania. Dale started with 40 cows on a leased farm in Snyder County and relocated to the Northern Tier in the mid-1970s, and later expanded as all four children joined the dairy farm business. The family was recognized as 2009 "Pacesetters" by the PA Dairy Stakeholders. In addition to serving on the DPAC Board, Dale was responsible for organizing the Potter County Milk Producers Association, and he is a past vice-president and current treasurer on the Board of the Professional Dairy Managers of Pennsylvania. The family hosts 400 schoolchildren at their farm every year. The Hoffmans presently market their milk with Land O'Lakes Cooperative.

## Paul Horning

Paul and his wife Shirley and their son Dustin and his wife Maureen operate Turnpike-View Dairy, where they milk 90 registered Holsteins and Brown Swiss and raise and sell replacements near Stevens, Lancaster County, Pennsylvania. Paul and Dustin show their cattle locally and have built a top genetic herd with high production. The culmination of his breeding philosophy is a bull "Deluxe" that is marketed through Solid Rock Genetics, and 50 cents per unit of semen sold is donated to DPAC. In addition to serving on the DPAC Board and as a member of the dairy advisory group that met monthly after the pasture meeting of 500 in Lancaster County, Paul is also a member of the Mount Joy Farmers Cooperative Board.

## Jon Jenkins

Jon and Cathy Jenkins are partners in Ja-Jen Farms with Jon's brother Jeffrey. The farm, near Columbia Crossroads, Bradford County, Pennsylvania, is home to 50 registered Holsteins and has been in the family for three generations. In addition to serving on the DPAC Board, Jon is a director for the Troy Fair and the Bradford County Farm Bureau, and is a board director for North-Penn Bulk Milk Producers Cooperative.

## Jim Kennedy

Jim and Rita Kennedy own and operate Four Seasons Farm near Valencia, Butler County, Pennsylvania. In addition to growing cash crops and milking around 100 cows, Jim serves as a Butler County Commissioner and has served as chairman of the Ag Committee for the PA County Commissioners. Several of their children also operate their own dairy farms in Butler and Warren Counties. Jim has served as president of the Farmers Cooperative Market of East Liberty. He is also an AgChoice Farm Credit director, and is involved in the Butler Farm Show and Fair Association, National Brown Swiss Breeders Association, and a member of the PA Dairy Task Force. He and several other dairymen organized the Butler County Solutions Forum, which drew public officials and over 100 dairy producers to the Fairgrounds in October of 2009 to discuss dairy policy.

## Alan Kozak

Alan and his wife Sharon operate Clover Patch Dairy, milking 430 registered Jerseys and raising and selling replacements in a grazing setup near Millersburg, Holmes County, Ohio. Alan grew up on a farm in western Pennsylvania and graduated from Penn State University in Dairy and Animal Science. Alan worked for the National Guernsey Association and National All-Jersey before he and Sharon started Clover Patch Dairy in 1991. Their herd ranks in the top 25% of Jerseys by Performance Index and was selected as one of eight North American

dairy operations featured in the Virtual Farm Tour program at the 2010 World Dairy Expo. In addition to serving on the DPAC Board and as part of the Holmes/Wayne/Tuscarawas Dairy Advisory Council that sprang from the dairy policy meeting of 500 in Charm, Ohio. Alan also serves on the Advisory Committee to the State Veterinarian of Ohio, and on the North Central Ohio Dairy Grazing Council. Clover Patch markets their milk with Dairy Farmers of America.

## Zachary Meck

Zach and his brother Jeremy operate Meck Brothers Dairy Farm near Womelsdorf, Berks County, Pennsylvania. Raised on a cash crop and poultry farm, the brothers started their dairy farm with 12 cows in 1997 while still in high school. They expanded four times in rented facilities, and in 2008, they purchased a farm and built a facility where they milk 150 cows and raise their own replacements. In addition to serving on the DPAC Board, Zach is a Pennsylvania area delegate with Land O'Lakes Cooperative. Working with other dairymen in his area, Zach was instrumental in organizing a meeting of nearly 100 Berks/Lebanon County dairy producers and ag staffers for area lawmakers in September of 2009 to discuss dairy policy.

## Rodney Metzler

Rodney and Gretchen Metzler live near Martinsburg, Blair County, Pennsylvania, where the family owns and operates Pleasant View Farms and satellite dairies totaling around 2000 cows. Rodney also operates a milk hauling and tank, truck and trailer business serving producers in the Morrisons Cove and surrounding areas. Rodney and Gretchen are active in the Blair County Holstein Club and were part of the core group who organized the October 2009 dairy meeting that drew 300 producers to discuss dairy policy with Congressional ag staffers in the Cove.

## Sue Schultz

Sue and her husband Richard own and operate R-Su Dairy Farm, where they milk 50 cows and do niche marketing near Chilton, Calumet County, Wisconsin. They both work full time off the farm, and they custom raise bulls up to 15 months of age and work with 4-Hers who keep their cattle at R-Su Dairy. Sue was raised on a diversified farm and was educated at Iowa State University and the University of Wisconsin-Madison. She has taught farm management and small business courses. In addition to covering the early morning milking at the dairy farm, Sue serves as an ag tele-expert for Beck Ag. She serves as secretary on the Board of Directors for Family Dairies USA, an Upper Midwest cooperative based in Madison, Wis. Sue is new director on the 2011 DPAC Board.

## Ben Shelton, DVM

Ben and Mimi Shelton own and operate Rocky Creek Dairy & Veterinary Services near Olin, Iredell County, North Carolina. The Sheltons moved to their current location from Apex, NC in 1992 as a 400-cow dairy. Today, they milk an average of 1250 cows and raise an additional 1600 heifers with the focus on developing cows with longevity and producing high quality milk. Their son Paul recently graduated from Virginia Tech in Dairy Science and now works at the farm. In addition to his dairy farm and bovine veterinary practice, Ben serves as president of Upper South Milk Producers and vice president of Cobblestone Cooperative based in Chatham, Virginia. He is a new director on the 2011 DPAC Board and serves as chair of the affiliated Southeast Dairy Coalition.

## Max Smith

Max and Jeannie Smith and family own and operate Smith-Hollow Farms, Inc. near Martinsburg, Blair County, Pennsylvania. The fifth-generation dairy farm is home to 480 milking cows. In addition to serving on the DPAC Board, Max has been active in the Blair County Holstein Club, PA Holstein Association and Holstein USA. He was part of the core group, who organized the October 2009 producer meeting in Morrisons Cove. Max is also Second Alternate Director with Maryland-Virginia Cooperative.

## Dan Stoltzfus

Dan Stoltzfus of Stoltzfus Farms serves as a cattle agent and milks an average of 40 to 50 cows near Honey Brook, Chester County, Pennsylvania. As a cattle agent, he talks to fellow dairy farmers in many regions. This, and his service as a director on the Lancaster-Pennland Quality Milk Producers Board, caused him to be concerned about the challenges facing all dairy farmers in today's dairy economy. In addition to serving on the DPAC Board, Stoltzfus was part of the dairy advisory group that arose from the August 2009 pasture meeting in Lancaster County.

## Nelson Troutman

Nelson and his brother Richard own and operate Oakenbound Holsteins near Richland on the border of Lebanon and Berks Counties, Pennsylvania. They milk 105 registered Holsteins and Jerseys and raise and sell dairy replacements. Nelson and his wife Mary have two sons: Jeremy works at the Oakenbound farm while Justin and his wife have their own herd and rent a nearby farm that has been in the Troutman family for five generations. Nelson and Richard market their milk with Land O'Lakes Cooperative. In addition to serving on the DPAC Board, Nelson is a former board member of the Lebanon County Holstein Club and has been active over the years with the 4-H.

## DPAC Leadership:

Only active dairy producers who have dairy cows and sell the milk produced from them can serve as voting directors on the DPAC Board. The 20 charter members who came together on November 19, 2009 to form DPAC were the coalition's first Board of Directors for 2010.

The 2011 Board was approved on Nov. 11, 2010 and includes active dairy producers from Pennsylvania, Ohio, New York, North Carolina, Tennessee, Indiana, and Wisconsin along with ad hoc members serving on DPAC Action Groups from several other states as well. As producers from more regions of the U.S. become involved, the composition of the DPAC Board of Directors has the flexibility to increasingly reflect its national focus.

DPAC has strived to provide a grassroots voice for dairy producers by building relationships with many existing state and regional dairy producer organizations and helping producers come together to represent themselves in regions that previously did not have a unified voice. Through personal contacts, meeting presentations and participation as well as teleconference discussions and email, DPAC has reached out to formal and informal groups of dairy farmers at the grassroots level from coast-to-coast. The coalition has also focused its efforts methodically on the dairy policy issues dairymen can agree on, while continuing to learn, educate, and build consensus on dairy policy issues that are more difficult and not so clear-cut.

These efforts have served to be a catalyst for the essential conversations within the community of dairy farmers during these tough times as the U.S. dairy industry finds itself at a major crossroads: financially, philosophically, and in regard to future policies, markets, innovations, and pricing reforms.

What makes this coalition different is that it is an organization supported by donations, not dues, and represents every dairyman, working for a pricing system that is less complicated and easier to understand. Producers are looking for something lasting and with some control in milk pricing and supply. And as for free enterprise in America, DPAC wants to keep it alive. If you own a cow, you are theoretically a member of this coalition effort, which has the purpose of action on issues that affect milk pricing.

### DPAC is organized by Action Groups:

- Media and Information
- Ad hoc Members Search
- Milk Pricing
- Supply Management
- Standards & Regulations
- Milk Marketing Models
- Global Issues
- PA State Issues
- Finance Committee
- Fundraising

and is affiliated with the Southeast Dairy Coalition (SEDC)

## DPAC Professional Team:

### Advocacy

### DENNIS C WOLFF, Versant Strategies

Dennis Wolff is a lifelong dairy farmer from Columbia County, Pennsylvania, a former PA Secretary of Agriculture and now a partner in Versant Strategies, a public affairs and government relations firm based in Harrisburg, PA. DPAC has contracted Wolff and Versant Strategies to serve as a consultant and public affairs representative. Wolff brings not only a deep, first-hand knowledge of the issues facing the agriculture industry, but an understanding of the impact government has on farmers, businesses, families, and rural communities. Wolff's advocacy has been felt on a national and international level. He helped shape Pennsylvania's recommendations for the 2008 Farm Bill, led numerous trade missions overseas, and has served as president of the Northeastern Association of State Departments of Agriculture. In 2009, Wolff was the recipient of Holstein USA's Distinguished Leadership Award for his work in national dairy policy.

Wolff was named a 1994 Master Farmer for his work at his family's Pen-Col Farm, well known for specialized dairy genetics. Wolff is also president and founder of the Nicholas Wolff Foundation and Camp Victory in Millville—a non-profit camp for children with special medical needs.

### Correspondence Secretary

### SHERRY BUNTING, Ag Writing Services

Sherry Bunting is a free-lance writer who has covered agriculture, mainly dairy and livestock production since 1981. She operates an independent agriculture writing and photography service and is a regular contributor to *Farmshine* newspaper, a weekly dairy publication. Bunting previously served as Managing Editor of the *Livestock Reporter* for 15 years. Prior to that, she worked as a milking employee at two Lancaster County,

Pa. dairy farms while attending classes as an English major at Millersville University.

The DPAC board has appointed Bunting Secretary, which is a non-voting office, and the Board has contracted her services to keep the minutes for the Board and all of its Action Groups, facilitate communications, assist in research and coordination, and to provide frequent updates on DPAC activities via Email, website and other media.

### Recording Treasurer

### BERNARD C. MORRISSEY

Bernie Morrissey is semi-retired from Morrissey Insurance, founded by Bernie in 1971 and became an independent agent in 1981, licensed in more than 10 states. He spent 44 years in the insurance business serving agriculture and other sectors.

Throughout its history, the Morrissey agency has remained faithful to Bernie's farm roots. They provide a continuous flow of pertinent information to their agri-based clientele. Bernie and Morrissey Insurance are active members and/or sponsors of many organizations, including PA Young Farmers, PA Holstein Association, PA Poultry Federation, Local 4-H Clubs, and Dairy Princess Pageants, the Professional Dairy Managers of PA (PDMP) and others. In 2009, Bernie helped the charter members of the DPAC Board get their start as a Coalition.

Bernie volunteers his time serving as DPAC's recording treasurer, which is a non-voting office appointed by the Board. DPAC's two vice-chairs—Rob Barley and Daniel Brandt—oversee the duties of the recording treasurer.

### Fundraising Support

### PAIGE ESHELMAN

Paige was recently hired to provide office support in the fundraising efforts of DPAC. She is an independent contractor who has worked in dairy communications for the past two years. She also has advertising sales and small business management experience.

