

FALL 2020

# UDA MAGAZINE

## TAKE ADVANTAGE OF UDA PREMIUM BONUSES

The changes will be effective  
October 1st, 2020.



# UDA MAGAZINE



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# 2021 DAIRY MARGIN COVERAGE PROGRAM ENROLLMENT

Enrollment for 2021 Dairy Margin Coverage (DMC) program begins October 12, 2020 and closes December 11, 2020.

By purchasing DMC coverage, dairy producers receive protection when the difference between the “all-milk price” and the “average feed price” falls below a certain dollar amount selected by the producer.

Authorized by the 2018 Farm Bill, more than 13,000 operations enrolled in the program for the 2020 calendar year and FSA believes thousands more producers wished they would have enrolled.

“It’s during unprecedented times like these that the importance of offering agricultural producers support through the delivery of Farm Bill safety-net programs such as DMC becomes indisputably apparent,” said Richard Fordyce, FSA Administrator.

The program has triggered two payments so far in 2020 and as of June 15, FSA has issued more than \$100 million in program benefits to dairy producers who purchased DMC coverage for 2020.

To learn more, visit <https://www.fsa.usda.gov/index>



# INDUSTRY CORONAVIRUS RESOURCES

The constant barrage of COVID-19 related news and ever-changing guidelines can be a daunting task to sift through – especially when trying to primarily commit your energy to your business.

As an industry, we are lucky to have incredible comprehensive resources at our fingertips thanks to IDFA and NMPF. Here is the type of useful information you'll find on the organizations' sites.

## **IDFA (<https://www.idfa.org/news/coronavirus>)**

- Registration for educational webinars
- Review of COVID-19 protocols
- CDC recommendations and clarifications
- FDA's temporary food labeling requirements
- OSHA mask requirements
- Ability to email questions

## **NMPF (<https://www.nmpf.org/coronavirus/>)**

- Aid efforts
- Customized letters to members of congress
- Farmers to Families Food Box Program
- Loan application links
- Department of Homeland Security guidelines for critical infrastructures, including work permit forms
- Coronavirus prevention and management
- Printable fact sheets and posters in English and Spanish
- Animal health guidance
- Employer guidance regarding sick leave
- Hauling best practices for transporting milk

We encourage you to check out everything these two organizations have to offer on their websites during this unprecedented time.

## **For more COVID-19 related resources:**

- [USDA's Coronavirus Response and Information Page](#)
- [FDA's Coronavirus Page](#)
- [CDC's Coronavirus Page](#)
- [DOL's Coronavirus Resource Page](#)
- [House Agriculture Committee Coronavirus Page](#)





## USDA'S SNAP MILK INCENTIVE PROGRAM PARTNERS WITH BAYLOR UNIVERSITY

As July came to an end, I was so pleased that the U.S. Department of Agriculture awarded a \$960,000 grant to the Baylor University Collaborative on Hunger and Poverty in Texas. This funding will go toward supporting a new pilot program designed to encourage Supplemental Nutrition Assistance Program (SNAP) participants to purchase and consume milk as part of a healthy, balanced diet. The pilot program is called the Healthy Fluid Milk Incentive program, and it was designed by a bipartisan group of lawmakers for the 2018 Farm Bill. IDFA was instrumental in working with anti-hunger champions in Congress and USDA to create the SNAP incentive program. Under this new pilot, program: SNAP participants shopping at select grocery stores in Texas will receive incentives for purchasing 2% and whole milk, with the expectation that they will purchase more milk; the incentives will be tested and measured for one year by Baylor University.

*Written by: Michael Dykes,  
president and CEO of IDFA*

As of August 1, more than 43 million people were receiving critical assistance through the SNAP program, with the number of food insecure Americans growing each day due to the pandemic. Roughly 43% of SNAP households have children, and IDFA wanted a program that removed barriers so participants and their children could get at least the minimum number of daily dairy servings (3) recommended by the Dietary Guidelines for Americans. As the American Academy of Pediatrics has found, dairy products play an important role in the diet of children. In fact, milk is the leading food source for three of the four nutrients lacking in kids' diets—calcium, vitamin D, and potassium—and it is their number one protein source. Milk is a super food for people of all ages, and the SNAP incentive program is designed to put more healthy milk on the tables of Americans in need.

***IDFA applauds USDA for employing innovative techniques to help make nutritious dairy foods more accessible for low-income Americans.***

We're also grateful to bipartisan champions in Congress for creating the program in the 2018 Farm Bill. As Congress considers new funding to support programs at USDA in the next fiscal year beginning October 1, IDFA will strongly encourage our dairy and nutrition champions in Congress to significantly increase the level of funding for this important program so it can be expanded across all states.

We are making progress to regain dairy's position as a healthy, nutritious part of the American diet. The recent report from the Dietary Guidelines Advisory Committee confirmed low-fat and fat-free dairy alongside legumes, whole grains, fruits and vegetables as the ideal, healthy dietary pattern for all ages. The Healthy Fluid Milk Incentive program is another sign of progress and a ray of light in our battle against food insecurity and undernutrition.



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# TAKE ADVANTAGE OF UDA PREMIUM BONUSES

By Raquel Viguera, DHIA

Local producers do such a great job maintaining the high quality of milk that their efforts attract national milk processors like FairLife. On a mission to meet higher quality standards, UDA's quality board made changes to the co-op quality program. Milk quality standards within the co-op are tightening. The changes will be effective **October 1st, 2020**.

Milk line wash-ups, chiller maintenance, and cow hygiene are more important now than ever. After evaluating data from UDA producers from July 2020, producers need to **focus on count reductions for coliforms, LPC's, and SCC's**. The end of July brings summer monsoon rain and SPC, LPC, and coliform counts are sure to reflect the presence of environmental organisms like Streptococci and coliforms.

Here are some tips to help producers maximize quality bonuses:

## SPC's & Coliform Counts

Dirty, wet cows and chiller problems are the two most common causes of elevated SPC's and coliform counts. High counts in herds with low average SCC's are usually caused by the presence of environmental organisms. These organisms are present in significant numbers in raw milk due to in-adequate pre-milking hygiene or incubation of bacteria in the milking system. Small amounts of left-over milk in the line or bulk tank and inadequate cooling are common causes of elevated counts.

## Lab Pasteurization Counts

Inadequate sanitization of the milk line or bulk tank and dirty, wet cows are reflected in high LPC's. Check wash parameters with special observation of achieving the proper time, at the proper temperature of hot water, and with proper pressure to flush the system. Sporeformers are some of the bacteria that survive pasteurization and contribute to the LPC. A study in Nebraska found that wiping a teat with a washable, damp towel then a paper towel reduced the number of sporeformers by 96%<sup>[i]</sup>!

## Somatic Cell Counts

Consult with a dairy practitioner when managing high bulk tank SCC's. Some recommend sampling fresh pens for SCC monitoring. Monitoring cow SCC's provides precise information on which animal is contributing the most to elevated bulk tank SCC's and is a great starting point for remediation. High SPC's coupled with elevated herd SCC's indicate a herd with high incidences of mastitis.





UDA producers are fortunate to have convenient access to laboratory support and competent QA field technicians to trouble-shoot emergent issues. A producer’s toolbox is most efficient when each tool is regularly used and finely tuned. Arizona DHIA is proud to serve producer needs as a one-stop tool for milk quality and herd health. Producers can maximize their milk check by keeping counts lower than the new standards and taking advantage of all the valuable resources in our community.

## UDA Quality Program Changes Effective October 1, 2020

Analysis	Current	New
Standard Plate Count (SPC)	< 15,000 cfu/mL	< 10,000 cfu/mL
Coliform Count (CC)		< 250 cfu/mL
Lab Pasteurization Count (LPC)	< 250 cfu/mL	< 200 cfu/mL
Preliminary Incubation Count (PIC)	< 30,000 cfu/mL	< 30,000 cfu/mL
Somatic Cell Count (SCC)	< 300,000 cfu/mL	< 250,000 cfu/mL

[1] Anzueto ME. 2014. Tracking Heat-Resistant, Sporeforming Bacteria in Milk Chain: A Farm to Table Approach [Disstertation & Thesis in Food Science & Technology]. [Lincoln (NB)]: The University of Nebraska Lincoln.

# DELICIOUS DAIRY SIDE DISHES

## Loaded Grilled Cauliflower

### What you'll need:

- 2 large heads cauliflower
- ¼ c. extra-virgin olive oil
- ½ tsp. garlic powder
- ½ tsp. paprika
- Kosher salt
- Freshly ground black pepper
- 2 c. shredded cheddar
- Ranch dressing, for drizzling
- 8 slices cooked bacon, crumbled
- 2 tbsp. finely chopped chives

### Let's get started:

- Remove and discard leaves from each cauliflower head, then trim stem so that the cauliflower can lie flat on the cutting board. (Leave the core intact!)
- Cut each cauliflower into thick “steaks” about ¾” thick. Reserve any loose florets to cook with the steaks. In a small bowl, whisk together olive oil, garlic powder and paprika. Season mixture with salt and pepper.
- Heat a grill or grill pan to medium. Brush one side of each steak with olive oil mixture and place the brushed side down on the grill. Brush the top sides with olive oil mixture and cook until tender and both sides are charred in spots, about 8 minutes per side. Top each cauliflower with cheese and cook until melted.
- Toss any extra florets in the olive oil mixture and grill, turning often, until charred and tender, about 6 minutes.
- Drizzle cauliflower with ranch dressing, then sprinkle cooked bacon and chives on top.

Link: <https://www.delish.com/cooking/recipe-ideas/recipes/a54879/loaded-grilled-cauliflower-recipe/>





# DELICIOUS DAIRY SIDE DISHES

Steak pairs well with just about anything, but in this issue, we are serving up some mouthwatering side dishes from Delish featuring loads of farm-fresh dairy to complete your meal.

Asparagus with cheese on top? Better make two servings of this one.

## *Cheesy Baked Asparagus*

### What you'll need:

- 2 lb. asparagus, stalks trimmed
- ¾ c. heavy cream
- 3 cloves garlic, minced
- Kosher salt
- Freshly ground black pepper
- 1 c. freshly grated Parmesan
- 1 c. shredded mozzarella
- Red pepper flakes, for garnish (optional)

### Let's get started:

- Preheat oven to 400 degrees.
- Place asparagus in a 9" x 13" baking dish and pour over heavy cream and scatter
- with garlic. Generously season with salt and pepper, then sprinkle with
- Parmesan, mozzarella and red pepper flakes (if using).
- Bake until cheese is golden and melty and asparagus is tender, about 25 – 30 minutes, and serve

Leave some room on the grill for cauliflower. This vegetable featuring melted cheese and creamy dressing is a steak worthy side, both on the grill and plate.

Link: <https://www.delish.com/cooking/recipe-ideas/recipes/a52405/cheesy-baked-asparagus-recipe/>

**Dairy farmers** are committed to further **reducing their carbon footprint.**

**Dairy farmers are innovative upcyclers:** they upcycle parts of plants like almond hulls and citrus pulp from other local farms to feed their cows, helping to **keep food waste out of landfills.**

Dairy cow manure is a **natural fertilizer** that returns critical nutrients to the soil to **nourish future crops** that all farmers can use.

**The carbon footprint** of a glass of milk is **two-thirds less** than it was 70 years ago, yet it provides all **the same great nutrients.**

Milk contains a **unique nutrient package**, including calcium, vitamin D and potassium, that can fill nutritional gaps in your diet.

Milk is **nature's protein drink** as it naturally contains 8 grams of **high-quality protein** in every 8-ounce serving.

The U.S. Dairy community partners with Feeding America to feed hungry people by **increasing the availability of nutritious dairy foods** in food banks.

## 2050 INDUSTRY ENVIRONMENTAL GOALS

For the last 60 years, UDA has been committed to high quality care for our animal as well as constantly striving to be environmental stewards.

This belief is shared throughout the dairy farming industry as collectively we continue to try and minimize our environmental footprint and have come a long way. Thanks to innovative dairy farming practices, the environmental impact of producing a gallon of milk today involves 30% less water, 21% less land, 21% less manure and a 19% smaller carbon footprint than it did in 2007.

The Innovation Center for U.S. Dairy created 2050 Environmental Stewardship Goals, the first-of-its-kind commitment to align and quantify industry progress against important environmental goals, to help further efforts in being an environmental solution.

# ENVIRONMENTAL GOALS CONT.



**Today, thanks to all the recent enhancements, U.S. dairy contributes 2% of all U.S. GHG emissions. The 2050 goals help outline how dairy can continue to improve farming and manufacturing practices.**

**The goals include:**

- Become carbon neutral or better. Based on today's science, technology and innovation, the goal and 2050 timing are believed to be attainable.
- Optimize water use and maximize recycling. With regional differences in mind, this initiative challenges dairy farms and businesses to make the best water management decisions.
- Improve water quality by enhancing utilization of manure and nutrients.

The industry is asking for everyone's support, but the goals are really targeted towards the field, farm and processor levels in order to make the most direct impact.

To help track and move towards this goal, dairy farmers can expect:

Beginning in 2025, progress against each of the 2050 environmental stewardship goals will be reported every five years.

- The U.S. dairy community leveraging advances in technology and working to make these innovations accessible and affordable to farmers and companies.
- Investments and partnerships that result in new technology and innovation.
- Building new revenue sources such as manure-based product development.
- Grow science-based research and data collection in reducing the environmental impact in dairy production
- Expand and distribute best practices, resources and tools for farmers, cooperatives and processors.

UDA continues to be proud of our farm to table story, and the positive impact we can help make on our environment as part of that story. For more information on the 2050 environmental stewardship goals, [visit www.USDairy.com](http://www.USDairy.com).

# NMPF YC CALENDAR

AUGUST 11 - 6:00 - 7:00 PM EDT

How to be the Advocate that Your Member of Congress Needs Webinar  
NMPF Government Relations



This training will equip YCs with skills to share their story so they can become the resource that elected officials need to impact legislation and policy.



# FARM STRESS MANAGEMENT COURSE

A free online course is available to help farmers, farm families, and advocates identify and cope with stress. It provides participants the skills to understand the sources of stress, manage their own stress, learn the warning signs of stress and suicide, identify effective communication strategies, and connect farmers and ranchers with mental health and other resources at <https://farmcredit.com/rural-resilience>.



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# WARNING! Do not give electrolytes to calves!!

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The calf in photo has lost approximately 8% of its body weight which is when osmotic penalty from dextrose can kill calves. **Electrolyte manufacturers advise: Do NOT give electrolytes to calves in their hours of greatest need:**

**BlueLite C<sup>®</sup> : "Fluid loss in excess of 8% requires IV treatment"**

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### **The ORALIVE<sup>®</sup> ORS Advantage - Keeping Calves Alive Since 1996:**

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- No bicarb
- No needles
- No antibiotics
- No waiting - fast results
- Low labor - easy delivery

Continue feeding milk replacer or milk to calves twice per day. For all calves with scours or dehydration, give ORALIVE<sup>®</sup> ORS with a nipple bottle or esophageal feeder 2-4 times per day. ORALIVE<sup>®</sup> ORS was developed specifically for severely dehydrated calves. It's fast, easy, cost-effective, and has kept millions of calves hydrated in North America and Europe.



**Don't wait! Try ORALIVE<sup>®</sup> ORS today!**



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For more information, email Dr Drew at [DrDrew@Nouriche.com](mailto:DrDrew@Nouriche.com)



Portions of the new lactose plant were built on the west end of UDA's property and then lifted by crane to be put into place.



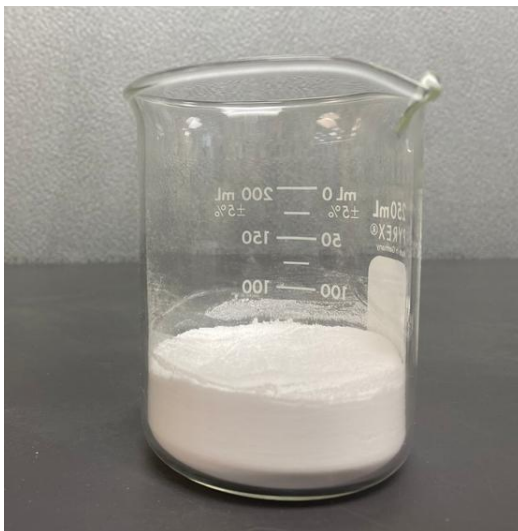
# NEW LACTOSE PLANT UPDATE

United Dairymen of Arizona has made food-grade lactose since the early 1990's. The lactose was mainly exported to Asia and Mexico and used in standardization, blends, and animal feed.

The aging lactose plants needed an upgrade, and KellerTech presented the opportunity to create new high-end lactose in the form of their "Ultra Pure Lactose" dryers. The Ultra Pure lactose is pure white in powder form and completely clear and odorless in solution. These specifications are desirable for new markets, including cosmetics, pharmaceuticals, and infant formula.

The new lactose will be sold under the brand name Simplipure through DairyAmerica. DairyAmerica has seen much interest in the new product since the start of their marketing efforts.

After one year of construction, the new Ultra Pure lactose plant made its first samples on July 23rd, 2020. We are excited for this new opportunity and looking forward to watching it grow. Thank you to Steve Baxley, Ken Staude, and their teams as preparations and planning have been years in the making.



*Pictured: Samples of Ultra Pure lactose during testing.*



# TRADE BARRIERS IN MEXICO EXPAND CHALLENGES DURING CORONAVIRUS CRISIS



*By: Tony Rice*

*Trade Policy Manager - National Milk Producers Federation*

As 2020 began, America's dairy farmers and dairy cooperatives looked forward to expanded trade opportunities. The recent accord reached on the Japan Phase One agreement, the soon-to-be-completed Phase One trade agreement with China, and the imminent final passage of the United States-Mexico-Canada Agreement (USMCA) all represented hope for our industry after years of low milk prices and a persistent rural recession.

For Arizona, the modernized trade rules ushered in by USMCA were particularly important, as they helped restore certainty to our trade relationship with Mexico, a more than \$150 million market for Arizona dairy exports in 2019.[1]

What no one anticipated at the start of this year was a global pandemic that would create immense challenges for U.S. dairy exports to markets around the world, including Mexico. Unfortunately, the Mexican government, under the leadership of President Andrés Manuel López Obrador, has compounded these difficulties by also raising new concerns about potential new trade barriers and heeding calls from some domestic producers to seek to limit competition through protectionist policies. To add insult to injury, a few members of the Mexican Congress are also bowing to pressures from a single farm group in Mexico and, as such, are revisiting a push to impose import taxes on dairy products – a notion that dairy has successfully defeated before and will again.

As the coronavirus pandemic took hold in the spring, the U.S. dairy industry saw a dramatic drop in dairy exports to Mexico, as demand normally driven by schools, restaurants and other food service establishments fell. The value of U.S. dairy exports to Mexico in May fell nearly 30% when compared to the year before.

[1] Per UDA press release: <https://azgovernor.gov/governor/news/2020/04/governor-ducey-requests-export-assistance-arizonas-dairy-farmers>

The flow of U.S. dairy exports was, for a time, restricted even further as the Mexican Ministry of Health imposed limitations on the issuance of import permits, a step that further hindered already tight dairy supply chains. NMPF, working closely with UDA and USDEC, stepped in immediately to coordinate with government officials on both sides of the border to keep U.S. dairy products flowing uninterrupted and Mexican grocery store shelves stocked.



Additional challenges quickly emerged as Mexico published a discriminatory draft cheese Conformity Assessment Procedure (CAP) that threatens to introduce more complications for U.S. cheese exports due to proposed new testing requirements that would treat imports differently than domestic products and subject U.S. cheeses to burdensome testing requirements. This CAP conflicts with USMCA's intent to improve trade flows. It's also inconsistent with Mexico's international trade obligations to provide equitable treatment to imported goods.

Unfortunately, the Mexican government has yet to implement regulations enabling it to enforce the negotiated side letters in USMCA that establish protections for American-made cheeses with common names, such as parmesan and gouda. Enforcement of these agreements is critical to secure the full range of protections for common cheeses negotiated within USMCA, especially as Mexico and the European Union move toward implementation of the trade agreement reached in 2018.

NMPF, working hand in hand with UDA and USDEC, tackles each of these trade roadblocks, is continually advocated for Arizona dairy interests and exports by remaining engaged with the U.S. Trade Representative, the U.S. Department of Agriculture and other government and industry stakeholders. We will continue to fight for trade policies that break down trade barriers, strengthen the U.S. working relationship with Mexico, and bring home tangible benefits to the rural communities in Arizona and beyond that continue the essential work of producing high-quality American-made dairy products.



# DAIRYAMERICA UPDATE

*By Patti Smith, CEO, DairyAmerica*

I am honored and pleased to be writing this article as the newly appointed DairyAmerica CEO. Over the years, I have interacted with various dairy farmers and staff of UDA. As of June 29, 2020, I am officially leading the talented and dedicated, DairyAmerica Team.

I look forward to finding new ways of operating to drive value for our hard-working dairy families and staff of UDA, a cornerstone member of DairyAmerica.



I am no stranger to the dairy industry and agriculture. I have served in several senior leadership capacities over the past 20 years in the dairy processing and food ingredient industry. I recently served as President and CEO of Valley Milk, LLC, and before that, held key senior leadership positions with Roquette America and Fonterra.

As we all know, COVID-19 has touched all our lives and businesses, and DairyAmerica is no exception. Despite these difficult times, the DairyAmerica team has navigated these challenges while working modified schedules, and 100% remotely at times, and yet still managed to deliver the best 1H 2020 financial result.

In the vein of driving value, this month will mark the beginning of the production of Simplipure™ Lactose Evolved. The teams at DairyAmerica and United Dairymen of Arizona have made a tremendous effort to market and develop new specifications, targeting value-add opportunities. There is immense interest in this new, highly purified lactose product from UDA from new value-added customers worldwide. New contracts already in hand demonstrate the sales value vs. previous sales. More product development work is on the horizon.

Simplipure™ will be exhibited at the upcoming Supply Side West trade show, one of the largest food shows in North America. Simplipure™ is sponsoring the sanitizing wipes for the show, a product that virtually every person will look for, given our current COVID-19 situation, thus touching virtually every attendee. Additionally, Simplipure™ will be featured in the Food and Beverage Insider magazine, highly regarded by food scientists and product developers across the world, and various websites and other online marketing activities. Needless to say, interest and anticipation in the Simplipure™ product is growing.

In conclusion, together, we will continue to navigate through 2020 and into the future to look for new ways of improving and capitalizing on increased value return for the quality dairy ingredients manufactured by the United Dairymen of Arizona.

# MULTIMIN<sup>®</sup> 90

An injectable aqueous supplemental source of zinc, manganese, selenium and copper

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION:** FEDERAL LAW RESTRICTS THIS DRUG TO USE BY OR ON THE ORDER OF A LICENSED VETERINARIAN.

**ACTIVE SUBSTANCES PER ML:**

Zinc ..... 60 mg/ml  
 Manganese ..... 10 mg/ml  
 Selenium ..... 5 mg/ml  
 Copper ..... 15 mg/ml

**OTHER SUBSTANCES:**

Chlorocresol 0.1% w/v (as preservative).

**DOSAGE RECOMMENDATIONS:**

CALVES: Up to 1 year ..... 1 mL/per 100 lbs. bodyweight  
 CATTLE: From 1-2 years ..... 1 mL/per 150 lbs. bodyweight  
 CATTLE: Over 2 years ..... 1 mL/per 200 lbs. bodyweight

**PRECAUTION:**

Selenium and copper are toxic if administered in excess. Always follow recommended label dose.

Do not overdose.

It is recommended that accurate body weight is determined prior to treatment.

Do not use concurrently with other injectable selenium and copper products

Do not use concurrently with selenium or copper boluses.

Do not use in emaciated cattle with a BCS of 1 in dairy or 1-3 in beef.

Consult your veterinarian.

**CAUTION:**

Slight local reaction may occur for about 30 seconds after injection. A slight swelling may be observed at injection site for a few days after administration. Use standard aseptic procedures during administration of injections to reduce the risk of injection site abscesses or lesions.

**WITHDRAWAL PERIOD:**

Meat 14 days. Milk zero withdrawal.

**DIRECTIONS:**

This product is only for use in cattle.

MULTIMIN<sup>®</sup> 90 is to be given subcutaneously (under the skin) ONLY.

It is recommended to administer the product in accordance with Beef Quality Assurance (BQA) guidelines. Minimum distance between injection sites for the MULTIMIN<sup>®</sup> 90 product and other injection sites should be at least 4 inches.

Inject under the loose skin of the middle of the side of the neck. Max volume per injection site is 7 ml.

Subcutaneous injection in middle of side of neck.

Store Between 15°C and 30°C (59°F and 86°F).



SUPPLEMENTATION PROGRAM	
BULLS	3 times per year
BEEF COWS	4 weeks before breeding 4 weeks before calving
DAIRY COWS	4 weeks before calving 4 weeks before insemination at dry-off
CALVES	at birth at 3 months and/or weaning
HEIFERS	every 3 months - especially 4 weeks before breeding

(program gives planned dates that can be varied to suit management programs)

DOSAGE TABLE			
ANIMAL WEIGHT (lbs)	CALVES UP TO 1 YEAR 1 ml/100 lb BW	CATTLE 1 - 2 YEARS 1 ml/150 lb BW	CATTLE > 2 YEARS 1 ml/200 lb BW
50	0.5 ml	-	-
100	1 ml	-	-
150	1.5 ml	-	-
200	2 ml	-	-
300	3 ml	-	-
400	4 ml	-	-
500	5 ml	-	-
600	6 ml	-	-
700	7 ml	-	-
800	-	5.3 ml	-
900	-	6 ml	-
1000	-	6.6 ml	5 ml
1100	-	-	5.5 ml
1200	-	-	6 ml
1300	-	-	6.5 ml
1400	-	-	7 ml

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# Retail



With consumers cooking at home more and using pickup options at grocery stores, Arizona Milk Producers has increased eCommerce dairy promotions.

A digital banner ad placed on the Fry's Food Stores app and website was set to pop up when shoppers searched for food items that pair with milk; a reminder that milk is available fresh and cold for pickup or delivery.

**332,513 Impressions (number of times the ad was displayed)**

**Biggest search drivers: cold cereal and cookies**



Originally scheduled as an in-store tasting, a **Tropical Protein Power Smoothie** recipe was instead delivered as a video ad. Polling and behavioral and location data was combined to build a custom audience of millennial moms in search of healthy recipes for their kids. "Let this smoothie be your go-to for a quick, healthy, tasty, and filling breakfast. Milk is a great source of protein and vitamin D, which are both essential nutrients in maintaining a healthy immune system, while the probiotics in yogurt help with gut health."

- 1M Impressions
- 11K clicks to recipe on AZMP website



# Communications

**Make the Most of Your Milk**, a partnership with three local Instagram micro influencers representing mom, millennial, and Hispanic demographics, yielded over **820K impressions, 4.8K engagements and 2.2K visits to the AZMP website.**

Content delivered by influencers included:

- Creating recipes using 1 gallon of milk; sharing the top favorites as voted on by followers
- Promoting that locally sourced milk is fresh, fast, and supports AZ dairy farmers
- Reinforcing milk as a great source of vitamin D and protein to help with a healthy immune system
- Sharing online and delivery and pick up options as quick and easy ways to buy milk



♥ 💬 📌 ... 📌  
Liked by [olivepublicity](#) and 1,315 others  
[happilypinkblog](#) Last week, I shared eight recipes with milk. These recipes all made it possible to help you make the most of your milk. Thanks to your



In a brand new campaign targeted to reach the Hispanic market, AZMP worked with social media influencer, Lillian Griego, to create a series of funny videos (in Spanish) on the struggles of lactose intolerance, and the ability to continue to enjoy milk, thanks to the lactose-free variety.

The videos were a huge success, drawing an overwhelming **124, 374 engagements with a reach of 8.8 million!**



274,138 reproducciones · Les gusta a [veronicabarraza1](#) y [juserami](#)  
[liliangriego](#) "Cuando vas a la casa de tu suegra" 🤪🤪  
#AD @azmilkproducers  
@carlos\_losparras  
-Usa leche deslactosada para controlar los 🤪🤪  
Ver los 305 comentarios

# Schools

The Summer Agricultural Institute (SAI) is usually an in-person, 5-day, intense field trip for 30 Arizona teachers. However, due to the Covid-19 situation, it was not possible to conduct this type of activity this year, so SAI went virtual. With the switch to online, attendance nearly quadrupled, with anywhere from 95 - 124 people logging in to view the tours.

Dairy still had a prominent place in the Institute with a virtual tour of Kerr Family Dairy. Wes Kerr was the host and he did a wonderful job showing attendees an Arizona dairy farm. Some of the questions from attendees could be considered difficult, including questions about antibiotics, if the calves stay with the cows after birth, what happens to the male calves, and in this Covid-19 situation, questions about dumping milk. Wes was transparent and answered all the questions thoroughly. The overall impression from the attendees is shown in their comments:

- The dairy "tour" and facts fascinate me.
- A lot of the data from the dairy farm can be used to make problem-solving math more interesting. Also comparing human digestion with how a cow digests food can be used for health. Cattle is a large part of the Arizona economy, so that part of the presentation would be most useful with my students.
- very informative and interesting!
- Wow! He is so informative. Thank you for this.

All attendees were provided with a document with links to resources for each of the tours. The dairy section was loaded with resources for a variety of age groups from kindergarten through adult. The entire document for all age group can be accessed [here](#).

Due to the success of the virtual Summer Ag Institute, Dairy Council® of Arizona is planning several more virtual dairy farm tours in the coming months to continue telling dairy's story to a variety of audiences.





# Food Banks

## Partnerships with Fry's Food Stores and AJ's Fine Foods Bring Opportunities for Milk Donations

As part of Fry's Zero Waste, Zero Hunger cause, on June 27 at the Signal Butte Road store, shoppers were invited to purchase a gallon of milk for onsite donation to the United Food Bank.

Total gallons donated: 137

***"I grew up very poor and remember having to pour water on my cereal. I know the importance and value of milk!" -anonymous donator***

Tear and scan vouchers were placed on dairy cases at all AJ's stores, allowing customers to donate three dollars to cover costs of processing and delivery of milk to United and St. Mary's Food Banks.

Donations totaled \$1536, which was applied to the purchase of 650 gallons.



**GRAB • SCAN • GIVE**

**100 GALLON CHALLENGE  
TODAY ONLY!**

- **Grab a gallon of milk**
- **Scan at checkout**
- **Give your gallon to United Food Bank at store entrance**

# Nevada



## Celebrate National Dairy Month The Milky Way

This year, Nevada looked to the Milky Way for some inspiration, because, after all, milk's possibilities are practically out of this world. We know celebrations looked a little different this year, but we were still inspired to revel all things dairy, including dairy heroes in our community both on and off the farm. While dairy farmers donated milk across the state, they needed help getting it to the people who truly need it. So for National Dairy Month, Nevada highlighted dairy heroes each week – because that is just the Milky Way.

### Raiders FUTP60 Player Ambassador Hunter Renfrow gives a shout out on Instagram video for National Dairy Month.

“In honor of National Dairy Month, raise a cold glass of milk with me to give a toast to our Nevada heroes. Ponderosa Dairies recently donated 10,000 gallons of milk to Three Square Food Bank to help fight food insecurity while school nutrition workers also worked relentlessly to feed children nutritious meals during school closures.”

**Hunter's IG = 32,842 total views**

**FUTP60NV Twitter = 7,426 Impressions and 1,242 media views**

# SPONSOR A HOLE

## UDA Udder Milk Golf Tournament

Friday, October 2, 2020

Tee off Time- 7:30 am | Shotgun Start - 4 person scramble

Golf fee includes:

Carts, Range balls, Coffee/Rolls and Lunch.

Great door prizes, 50/50 Raffle and Mulligan Tickets. Longest Drive and Closest to the Pin prizes.

Location: Arizona Grand Resort

**\$250**

Hole Sponsorship

- OR -

**\$750**

Hole Sponsorship  
includes 4 golfers fees

*For Sponsorship Forms and  
Golfer Registrations please  
reach out to  
Travis Solomon-  
Tsolomon@udaz.org*

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**\$125**

Individual Players Fee



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All tournament  
sponsorship proceeds  
will be donated to the  
Boys and Girls Club of  
the East Valley.

