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# Dairy/Livestock

## Industry launches campaign to reconnect with consumers

By CAROL RYAN DUMAS  
Capital Press

The Innovation Center for U.S. Dairy — in partnership with U.S. dairy farmers — have launched a multi-year campaign to reintroduce consumers to the undeniable goodness of dairy, from the enjoyment and nutrition dairy products bring to people to the responsible and sustainable way they are produced.

The integrated, multi-media campaign is the first of its kind, designed to bring the entire dairy industry together to “loudly and proudly” engage with consumers to build trust, Beth Engelmann, chief marketing and communications

officer for Dairy Management Inc., said.

Unlike the “Got Milk?” campaign, the new “Undeniably Dairy” campaign transcends multiple dairy products to consistently engage with consumers, who want to know where their food comes from, she said.

The campaign is “focused first and foremost on consumers” with a two-way dialogue to engage consumers, meet them where they are and show them the dairy industry is a community committed to

making their lives better, she said.

Consumers are three generations removed from the farm and receive confusing information about dairy products, non-dairy alternative products and production practices. The campaign is designed to be nimble and responsive to address consumers’ concerns about such things as food safety, nutrition, animal care and environmental impacts, she said.

It will provide “the right stories in the right places” at the same time consumers are receiving misinformation, she said.

A variety of multi-media content will showcase the undeniable taste and enjoyment that comes from dairy and remind consumers of the starring role dairy plays in special moments. It will also share how the industry continues to evolve through innovation and technology to deliver exceptional animal care and nutrient-rich products and how it supports local communities, according to DMI.

It’s time to “open the barn doors and let people in,” said Amber Horn-Leiterman, a Wisconsin dairy farmer and chairwoman of the National Dairy Promotion and

### Online

For more information: visit [undeniablydairy.org](http://undeniablydairy.org)

Research Board.

“Consumers have certain needs that need to be satisfied” about how dairy products are produced “and they need to trust us,” she said.

“Each state has dairy farmers and they all do things a little differently, which makes it hard to reach consumers with a unified voice. But it all comes down to producing a quality product and ‘Undeniably Dairy’ is putting a name on that,” she said. “We can be trusted, and they can feel good about how dairy prod-

ucts are produced.”

Dairy families care for their animals and the environment, provide jobs and contribute to their communities, she said.

“We have so much to be proud of, and it’s time we show that,” she said.

The campaign launched on Monday with an online video showcasing the joys of dairy in everyday life and two dozen videos and articles featuring everything from production practices to recipes. The campaign will also coordinate with the Food Network and Cooking Channel and hold national on-farm events during June to celebrate National Dairy Month.



Capital Press/Sean Ellis

Former Idaho Speaker of the House Bruce Newcomb, a rancher, speaks during a ceremony where he received a “Commitment to Idaho” award from Boise State University on May 9.

## Rancher, former House speaker receives award

By SEAN ELLIS  
Capital Press

BOISE — Rancher Bruce Newcomb received a “Commitment to Idaho” award from Boise State University’s School of Public Service May 9.

Newcomb served 20 years in the legislature and his eight years as speaker of the House make him the longest-serving speaker in state history.

School of Public Service Dean Corey Cook said Newcomb epitomizes what it means to be a legislator.

“There’s no corner of the state or public policy issue that hasn’t been impacted by his leadership and service,” Cook said during the award ceremony. “He is a leader and a mentor.”

Cook said that all across the state, “If you just say Bruce, people know who you’re talking about.”

Newcomb, a life-long rancher from Buhl, held

leadership positions in the legislature for 18 years and currently serves as special assistant to BSU president Bob Kustra and as the university’s director of government relations.

He is married to Celia Gould, who is director of the Idaho State Department of Agriculture and served 16 years in the legislature.

“Together, what a team they’ve been for the state of Idaho,” Kustra said during the award ceremony.

Lt. Gov. Brad Little, a rancher who served with Newcomb in the legislature, told Capital Press that the former speaker “was always about doing the right thing.”

“I was in lots and lots of leadership meetings with Bruce and he was always a big-picture guy,” Little said. “He always wanted to know, how do we make Idaho a better place.”

Newcomb, a Republican,

said he was inspired to enter public service after hearing President John F. Kennedy’s famous, “Ask not what your country can do for you, ask what you can do for your country” speech in 1961.

“That’s when public service got into my heart,” he said.

Newcomb quoted Edmund Burke — “The only thing necessary for the triumph of evil is that good men to do nothing” — as a way to encourage others to get involved.

“So if you are not involved, get involved,” he said.

This is the school’s second “Commitment to Idaho” award. Last year’s award went to Rep. Mike Simpson, R-Idaho.

The award honors someone who has gone above and beyond in their commitment to the state, said Jim Munkres of the School of Public Service.

## Fake milk? Pressure builds for FDA to address imitation dairy labels

By CAROL RYAN DUMAS  
Capital Press

The battle over the misuse of dairy terminology on products from plant sources — such as almond milk and soy yogurt — is nothing new for the dairy industry and has only intensified in the last 20 years with the proliferation of such products.

But dairy industry representatives say the drive for the Food and Drug Administration to enforce federal labeling regulations that have been on the books since the 1950s might now be gaining momentum.

State milk regulators, meeting at the National Conference on Interstate Milk Shipments, last week voted unanimously to request that FDA work with them to clarify their role in enforcing the proper use of milk and milk product labeling terms when it comes to imitation dairy products.

FDA’s longstanding regulation specifies that milk and milk products must come from an animal source — “not from something you’d typically feed a cow,” said Chris Galen, communications director for the National Milk Producers Federation.

NMPF first approached FDA with concerns over plant-based products using dairy terms on their labels in 2000, warning FDA that if it didn’t do anything there’d be a proliferation of such products and the problem would grow.

And that’s what happened, he said. “We’ve been seeing more and more of these products.”

Over the years, NMPF has renewed its request for FDA to enforce the regulation. Other dairy organizations have done the same.

But FDA has failed to act, Galen said.



milklife.com

Dairy groups argue that the Food and Drug Administration needs to ban the use of terms such as “milk” on non-dairy products.

“From where we sit, it hasn’t been a priority for them,” he said.

“The FDA takes enforcement action in accordance with public health priorities and agency resources,” Deborah Kotz, FDA press officer, said in an email to Capital Press.

In February 2013, in a reply to a similar request by Capital Press, FDA Public Affairs Officer Theresa Eisenman said, “FDA’s guidance has been that terms such as ‘soy milk,’ ‘almond milk,’ etc., do not meet standards to be identified as milk. This is an active issue that FDA continues to address.”

There is reason to hope that FDA will finally act, Galen said, adding that the issue is becoming much more visible and gaining momentum.

Legislation addressing the issue has been introduced in the Senate and the House this year, and now state regulatory agencies have weighed in with “a very clear signal that FDA hasn’t been doing what it should be doing,” he said.

“I think it’s getting harder for FDA to ignore the pressure,” he said.

In addition, plant-food manufacturers recently had

meetings to discuss the legality of the product labels and the need for standards of identity across their industry, he said.

“Right now, it’s the Wild West” as far as their claims and labels, he said. They recognize that puts them at risk with consumers, and they’re taking steps to get everyone on the same page, he said.

Nutritional value is at the heart of the labeling issue for the dairy industry. There’s a reason plant-food companies want to use dairy terminology — real milk and dairy products are valued as nutritional products.

However, plant-based products don’t match the nutritional value of milk, he said.

Putting dairy terms on their labels makes it easier to switch to those products because consumers assume they are nutritionally equivalent or similar, he said.

“If people for any reason ... want to move away from cow’s milk products, that’s fine. But it harms our dairy farmers when plant-based companies play fast and loose with the rules,” labeling their products as dairy products “when in fact they are just pale imitations,” he said.

## Dairy prices rise then slip

By LEE MIELKE  
For the Capital Press

Most mid-May CME dairy prices climbed higher, as traders absorbed last Tuesday’s Global Dairy Trade auction and awaited Friday afternoon’s April Milk Production report and Monday’s April Cold Storage data.

Buoyed in part by the GDT, CME butter shot up to \$2.43 per pound Tuesday, the highest price since Dec. 9, 2015, only to ease back Wednesday, regain ground Thursday, then slip Friday to \$2.3750, up 11 1/4-cents on the week after jumping 15 1/2-cents the previous week, and is 30 1/2-cents above a year ago.

The butter eased back 1 1/4-cents Monday and held there Tuesday, at \$2.3625.

Butter production is active in the Central region, reports Dairy Market News, and some were taking discounted cream from the Southwest. Better-than-expected retail sales are reported; others report a seasonal slowdown. “Global tightness on milk fat

Dairy Markets  
Lee Mielke



has some buyers purchasing butter ahead of an increasing export demand.”

Western butter output is generally steady but larger pulls of cream from ice cream manufacturers are allowing butter makers to ease output.

The cheddar blocks hit \$1.67 per pound Tuesday, then slipped back, recovered, and closed Friday at \$1.67, up 3 1/2-cents on the week, 35 1/2-cents above a year ago, and the highest price since Feb. 6, 2017.

The barrels finished at \$1.47, down 6 cents on the week but 11 1/2-cents above a year ago.

The blocks lost 2 cents Tuesday, slipping to \$1.6450. The barrels gained a penny Monday but gave back three-quarters Tuesday, and were at \$1.4725, a still-too-high 17 1/4-cents below the blocks.

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