



CENTER FOR
Dairy EXCELLENCE

2021 Dairy Financial and Risk Management Conference: “Turning the Page”

*Maryland
& Virginia*

Milk Producers
Cooperative Association

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LESSONS LEARNED FROM COVID-19: HOW WILL GROWTH
AND MEMBERSHIP BE HANDLED MOVING FORWARD?

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**VOCABULARY THAT
IS NOW PART OF
EVERYDAY
CONVERSATION**

Pandemic

Social Distancing

Essential Worker

New Normal

What did the old “normal” look like?

**NEW VOCABULARY
AS IT RELATES TO
CUSTOMER &
CONSUMER
ORDERING
PATTERNS**

Whipsaw

Seesaw

Boomerang

The onset of the Covid-19 pandemic makes threats of snowstorms seem like non-events.

THE MEDIA CAN AND DOES INFLUENCE BEHAVIORS - GOOD, BAD AND UGLY

Mainstream Media

- ❑ Accessible 24/7 in several formats
- ❑ Influenced panic buying and hoarding
- ❑ Feeds off and into Social Media
- ❑ Everything is true because “I saw it on TV or read about it”

Social Media

- ❑ Accessible 24/7 in several formats and apps
- ❑ Now spans several generations
- ❑ Feeds off and into Mainstream Media
- ❑ Everything is true because “I read it on the internet”

THE DAIRY SUPPLY CHAIN IS DYNAMIC BUT NOT NIMBLE

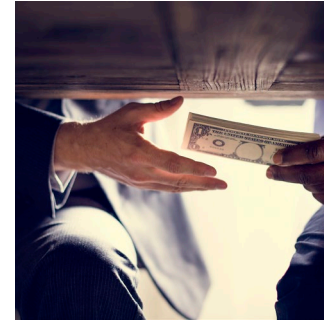
- Processing and packaging equipment is expensive, so most handlers could not quickly shift from bulk packaging for food service to meet the shifting at home consumer demand
- Milk is still perishable
- It takes many hands to safely get dairy products from the farm to the table.
- Rural communities are not immune from the health concerns.

NEGATIVE PPD'S AREN'T REALLY AS BAD AS THEY LOOK

- The Federal Order pricing system does work for the most part. Except when it doesn't
- Pooled market value of milk is what most farmers want. Level's the playing field for those who do not have direct access to higher valued markets within a marketing area.
- The PPD was negative because the price of cheese (Class III) was going up rapidly. With cheese price being a factor in the following month of Class I price, the negative PPD indicated that the prices were improving. It just didn't look like it.



There can be an inverse relationship between the jobless rate and shortages of workers



The Federal Government CAN in fact just print more money

OTHER OBSERVATIONS

QUESTIONS?
DISCUSSION?

Thank you!!!

