



## Quality Watch

By Gary Trimmer

Director of Member Services/Quality Control

### New Line of Products Added to MMPA Member Merchandise

MMPA routinely reviews opportunities for new products to be placed in our Member Merchandise Program so that we can provide our members with excellent products at competitive prices. This month, MMPA will begin carrying an additional line of cleaners, sanitizers and dips manufactured by A & L Laboratories, Inc. of Minneapolis, Minnesota. A & L is a well-established company and has been in business since 1951. Their cleaners, sanitizers and dips have been used by the dairy industry several years and are proven products. MMPA will still maintain a majority of the current line of cleaners, sanitizers and dips that are manufactured by Ecolab.

The new products and stock numbers along with contact information for the A & L Laboratories sales representatives are listed in the Merchandise section on page 33. If you need assistance comparing these products to current products you are using, contact your MMPA Member Representative or A & L Laboratories sales representative. A & L Laboratories currently has three sales representatives available to assist MMPA member farms with their sanitation needs. The company has also scheduled training sessions for MMPA Member Representative and milk haulers.

Now that we have added a second supplier for cleaners, sanitizers and dips, plans are underway to finalize and publish a new member merchandise catalog this winter.

When the new catalogs are printed, the MMPA Member Representative will deliver one catalog to each member farm during normal farm calls. If you would like a catalog sooner, you may contact the St. Louis warehouse or Novi office and we will distribute one to you as soon as they are available. MMPA will also be mailing a new price list to members this winter.

Adding a second supplier of cleaners, sanitizers and dips to the Member Merchandise Program gives our members additional choices at competitive prices, and encourages them to utilize products from MMPA. In addition to adding new products to the Member Merchandise Program, we are currently evaluating the sales history for all products in our warehouse and will soon determine which products should be discontinued to make additional room for new products. Although some space is available at the St. Louis warehouse, we will need to eliminate some inventory in order to maintain warehouse efficiency. When we decide which products we will discontinue stocking, we will notify members who use these products to provide a recommendation for an alternative product. Any product that MMPA discontinues stocking in inventory due to slow sales will likely be available on a special order basis. The sales representative for that particular product or your MMPA Member Representative can review product options with you if needed.

MMPA regularly investigates opportunities for new products to be placed in the Member Merchandise Program based on estimated sales volume and producer requests. Adding a second supplier of cleaners, sanitizers and dips meets MMPA's goal to provide excellent products at competitive prices.

Additional options will likely mean a gain in sales for the Member Merchandise Program, of which the profits are returned to members each year. Keep in mind, MMPA has historically returned to members 5 to 7 cents of every dollar spent to purchase supplies through the Member Merchandise Program annually as a part of our overall equity revolving process. It pays to purchase your supplies through the Member Merchandise Program.

**MMPA routinely reviews opportunities for new products to be placed in our Member Merchandise Program to provide our members with products at competitive prices. MMPA has historically returned back to members 5 to 7 cents of every dollar spent to purchase supplies through MMPA's Member Merchandise Program.**