



# News & Views

The latest dairy news

## February Class III Price Down 22 Cents

The February Class III price is \$14.28, down 22 cents from January, but up \$4.97 from a year ago. The February Class IV price is \$12.90, down 95 cents from the previous month, but up \$3.45 from last year.

## MMPA Member Named to Michigan Ag Commission

MMPA member Audrey Herioux of Delta County in the Upper Peninsula has been named to the Michigan Agriculture Commission to fill a vacancy left by the resignation of James Byrum.

Herioux, representing Democrats, is a record keeper at MMPA member Herioux Farms LLC and has been active in agriculture for 41 years. She replaces Byrum for a term expiring Dec. 31, 2010.

Also named was Jennifer Fike of Ann Arbor, also representing Democrats. Fike is the executive director of the nonprofit Food System Economic Partnership. She replaces the resigning Ann Jousma-Miller for a term expiring Dec. 31, 2011.

## Galarneau Selected to Lead Michigan Milk Producers Association

Michigan Milk Producers Association President Ken Nobis announced during the cooperative's Annual Delegate Meeting, the selection of Clay Galarneau as the new General Manager. Galarneau replaces John Dilland, the cooperative's current General Manager, who is retiring.

Galarneau is a 25-year employee of the cooperative, having served in the accounting and sales departments, he is currently the Director of Manufactured Product Sales and Plant Operations. He has the broad base of experience necessary to become a successful General Manager.



Clay Galarneau

"Clay has a strong financial background and has led a successful manufactured products sales team that has expanded sales and increased returns to the dairy farmer members of MMPA," says MMPA President Ken Nobis. "He has supervised the coop's manufacturing plants and most recently has led the MMPA team responsible for planning and implementing the successful expansion of our plant at Ovid. We are confident that Clay will manage our

cooperative in a manner that will continue to build on the successes we have enjoyed in the past."

The MMPA board of directors made their selection following a search led by Kincannon and Reed, an executive search firm located in Washington D.C. specializing in cooperative, agricultural and food industry businesses. A national search resulted in a combination of internal and external candidates. The field was narrowed to six candidates who were then interviewed.

John Dilland's retirement marks the end of his 35-year career with MMPA. John has served as the cooperative's General Manager since 2003. Prior to his appointment to General Manager, John was the Director of Finance for the cooperative.

"We are grateful for the many years of service John has given to MMPA," Nobis says. "He has helped shape MMPA into the successful dairy cooperative it is today and we owe him a debt of gratitude for that. We wish John and his wife, Barb, all the best in his retirement."

## Upcoming Events

### April

15 MMPA Dairy Communicator Meeting – *Lansing*

## Farmers Feed US Campaign Announces Three Winners

The Michigan Ag Council and its partners concluded the successful “Farmers Feed US” campaign on March 18 with the presentation of \$5,000 in grocery gift cards to three lucky winners: Ron Barnes, Detroit, Twila Kock, Grand Rapids, Greg Napolitan, Kalamazoo.

The award presentation was the culmination of the Farmers Feed US consumer awareness project that drew contestants to the Web site: [FarmersFeedUS.org](http://FarmersFeedUS.org), featuring 10 Michigan farm families, including MMPA members Bruce and Jennifer Lewis from Hillsdale. Once at the site, visitors watched videos of various Michigan farm operations and learned facts about the state’s second leading industry.

The 90-day campaign kicked off in November and ran until mid-February. During that time over 200,000 entries were received. In addition to the on-line presence the campaign attracted media attention, earning over 2 million viewers in “free” media. Over 10,000 people also asked to receive ongoing information from the Michigan Ag Council.

“Throughout the sweepstakes, it was great to see the support that consumers showed for the Michigan farmers who raise their food,” Jennifer Lewis said. “And as Michigan farmers, we’re proud to showcase our farms, sharing how we raise the food that consumers eat, while also introducing them to our families.”

Sweepstakes winner Ron Barnes was also in high spirits. “The economy has taken a toll on a lot of people in our state, myself included. So it’s great to win and be part of such a positive program,” Barnes said. “And after meeting some of Michigan’s farmers online, I felt like I knew them personally. I’ve had farmers in my family—aunts and uncles—so I know how hard they work every day. And now, I’m even more



(l-r) Aaron Classens, GreenStone Farm Credit Services, Carlton Evans, MMPA member, Kathleen Hawkins, Michigan Beef Industry Commission, Mike Strong, Busch's store manager, Ron Barnes, winner, Cami Marz-Evans, MMPA member, Collette McClinton, Wayne County Farm Bureau, Jason Ruhlig, produce farmer and featured on Farmers Feed US Web Site.

appreciative of all farmers, and everything they do to get food to our table.”

As the official retail partner of the sweepstakes, Grand Rapids-based Spartan Stores has helped connect their customers with the farmers of the state by promoting the chance to win in shopping circulars and online.

“We were excited at the opportunity to help introduce our customers to the hard-working Michigan men and women who produce their food,” said Jeanne Norcross, vice president corporate affairs Spartan Stores. “And after visiting the site, we hope they have a better understanding of how that glass of milk, pork chop, carton of eggs, or bag of apples is produced.”

And while the sweepstakes registration period is now over, the Michigan Farmers Feed US Web site, featuring information about agriculture in the state, will remain live.

The Michigan Farmers Feed US program is supported by local farmers represented by the Michigan Ag Council, Michigan Farm Bureau, Michigan Beef Industry Commission, Michigan Pork Producers Association, Corn Marketing Program of Michigan, Michigan Soybean Promotion Committee, Michigan Apple Committee, Dairy Farmers of America, Michigan Milk Producers Association, United Dairy Industry of Michigan, Michigan Allied Poultry Industries, GreenStone Farm Credit Services, West Michigan Ag Alliance, Hamilton Farm Bureau, and 30 county Farm Bureaus from across the state. Further, Spartan Stores is the official retail partner, helping connect their customers with farmers from across the state.



Following the award presentation Calton and Cami Marz-Evans were interviewed by Detroit media about the Michigan dairy industry.