



News & Views

The latest dairy news

December Class III Price Up 90 Cents

The December Class III price is \$14.98, up 90 cents from November and was the highest price of the year. The December Class IV price is \$15.01, up \$1.77 from November. The average Class III price for 2009 was \$11.36, down \$6.08 from 2008.

CWT Contributes \$100,000 to Help Victims of Haitian Earthquake

In conjunction with the National Milk Producers Federation, Cooperatives Working Together (CWT) donated \$100,000 in January to the American Red Cross to assist in the aid and recovery effort in Haiti. CWT's monetary contribution will be used to provide dairy products and other foods, along with water, fuel, medicine, shelter, or whatever services are most critically needed.

Haiti is one of dozens of countries that has, in the past, been a commercial market for U.S. dairy products sold through CWT's Export Assistance program.

2010 MMPA District Meeting Schedule

District	Date	Time	Place
1	Tues., Feb. 23	11:00 a.m.	Gene Davis Banquet Center, Jackson
2	Mon., Feb. 15	11:00 a.m.	Das Dutchman Essenhaus, Middlebury, IN
4	Wed., Feb. 24	11:00 a.m.	Days Inn, Lansing
5	Tues., Feb. 16	11:00 a.m.	New Hope United Methodist Church, Remus
6	Mon., Feb. 8	11:00 a.m.	Main Street Cafe, St. Johns
7	Mon., Feb. 22	11:00 a.m.	Walli's - East, Burton
8	Wed., Feb. 17	11:00 a.m.	Franklin Inn, Bad Axe
10	Wed., Feb. 17	10:15 a.m.	Valley Plaza Conference Center, Midland
11	Tues., Feb. 23	11:00 a.m.	Russ's, Muskegon
12	Fri., Feb. 19	11:00 a.m.	Audie's Restaurant, Mackinaw City

Upcoming Events

February

MMPA District Meetings – *see schedule above for locations and dates*

11-13 Great Lakes Regional Dairy Conference - *Frankenmuth*

25 UDIM Annual Meeting – *Lansing*

March

10-12 Farm Women's Symposium – *Bay City*

15 MMPA State Resolutions Committee – *Lansing*

16 MMPA State Annual Meeting – *Lansing*

26 MMPA Young Cooperator Dairy Leadership Conf. – *Lansing*



MICHIGAN'S FARMERS OFFER "FREE GROCERIES FOR A YEAR!"

What is the Farmers Feed US Program?
Farmers Feed US is a program encouraging Michigan citizens to meet and engage with the farmers of Michigan who grow their food.

What is at the FarmersFeedUS.org website?
FarmersFeedUS.org offers Michigan consumers the chance to register to win \$5,000 in "Free Groceries for a Year" while also meeting Michigan farmers and touring their farms.

Who is sponsoring this program in Michigan?
This program is supported by the soybean, beef, egg, corn, sheep, pork, dairy, apple, and vegetable farmers of Michigan who are eager to show the consumers of Michigan how we work to produce safe, affordable, nutritious food each and every day.

How long is the program running in MI?
The program launched November 16th and runs for three months through February 12, 2010. That gives the consumers of Michigan a lot of chances to register to win. People can register once with each Michigan farmer per day - that's 10 possible chances per day for up to 90 days!

"Farmers Feed US" Builds Consumer Trust in Agriculture Through "Free Groceries"

Whoever said there's no such thing as a free lunch has never met the farmers of Ohio, Michigan, Indiana, Missouri, and Iowa! That's because the farmers in each of these states are participating in a program called Farmers Feed US, which offers consumers the chance to win free groceries for breakfast, lunch, and dinner—for an entire year!*

The Farmers Feed US program allows consumers the opportunity to meet and engage with the farmers who grow their food, at www.FarmersFeedUS.org. Through short online video farm tours, consumers learn how they produce safe, nutritious and affordable food, while they also have the opportunity to register in a "Free Groceries for a Year" sweepstakes.

Michigan Farmers Feed US Statistics

Momentum and engagement in Michigan Farmers Feed US continues to build and reach new consumers every week since it was launched. As of January 15, the following online registrations had been received:

- 119,012 sweepstakes registrations
- 8,478 Michigan consumers who have chosen to "opt-in" for future information from Michigan's farmers
- 1,151 Facebook fans, with approximately 218,690 friends
- 197 Twitter followers, with approximately 78,800 followers of their own

* Based on Food Marketing Institute figures a \$5,000 value

For additional information about Farmers Feed US and how the program works, please visit: www.youtube.com/watch?v=_9WUaz2qDw<M or visit the Web site at www.farmersfeedus.org/mi/

SAVE THE DATE! FEBRUARY 25-26, 2010

Lexington Lansing Hotel, formerly known as the Lansing Sheraton Hotel
925 South Creyts Road, Lansing, MI

Learn tips and techniques on how to create and share your unique dairy story from featured presentations given by Michele Payn-Knoper and the Go Comedy Improv Theatre.



Michele Payn-Knoper
Cause Matters Corp

Laugh out loud with the



29th Annual Dairy Product Promotion Seminar



Hosted by Dairy Diplomats of Michigan

Registration brochures are available online at www.udim.org.

Don't have internet access? Look for your registration brochure in the mail. For more information, call Diane Drago toll free at (877) 258-7686.