

# 2014 MMPA 4-H Milk Marketing Tour

Over 20 members and adult leaders of 4-H clubs and FFA chapters from several Michigan counties gathered at Michigan Milk Producers Association (MMPA) headquarters in Novi, June 25-26 for the 77<sup>th</sup> Annual 4-H/MMPA Milk Marketing Tour.

The two-day conference, co-sponsored by MMPA and Michigan State University Extension, is the longest running 4-H tour in existence with over 4,000 participant alumni. The focus of the tour is to educate students about milk marketing principles as well as the duties and operations of a dairy cooperative.

“Youth development and education is a key strategic priority for MMPA and the dairy industry. As older generations of dairy farmers, employees, service providers and industry leaders shift off of their operations and out of their respective positions, we want to prepare the next generation for a successful transition,” Joe Diglio, MMPA general manager, relays.

“We feel a responsibility to ensure those stepping up to fill those roles understand the cooperative advantage and the basics of milk processing, hence our continued support of this tour as well as 4-H and FFA leadership opportunities.”

This year’s attendees included: Jacob Arens of Portland, Lance Frahm of Frankenmuth, Lauren Heberling of Carsonville, Rachel Hicks of St. Johns, Matt Horning of Carsonville, Josh Lanning of Whittemore, Josh Markel of Westphalia, Jackson Martin of Westphalia, Madeline Meyer of Ionia, Grace Norden of Napoleon, Ohio, Sasha



*This year’s participants, chairs, chaperones and staff included: front (left to right) Jennifer DeClerg, Lauren Heberling, Grace Norden, Matt Horning, Josh Markel, Jackson Martin, Lance Frahm, Jacob Arens, Madeline Meyer, Rachel Hicks, Olivia Richmond, Josh Lanning, Christina Fenske, Sasha Platte and Cassidy Polzin and back (left to right) Dr. John Partridge, Jeremy Bebee, Melissa Elischer, Kathy Heisler, Courtney Heisler, Juliana Forbush, Lisa Venema, Ben Richmond, John Broesamle, Louis Markel, Joe Arens, Dana Hengesbach and Libby Venema.*

Platte of Portland, Cassidy Polzin of Saline and Olivia Richmond of Lowell.

Dairy-related presentations by MMPA president, general manager and staff members during the tour helped students understand the many people and job functions required to keep a cooperative up and running. The students also learned how milk is processed through a dairy plant and afterward visited Michigan Dairy in Livonia where they could see firsthand what happens to milk after it leaves the farm.

Courtney Heisler of Springport and Libby Venema of Deford chaired the event, both participants from last year’s tour.

The participants with the highest scores on a dairy industry and cooperative quiz administered at the end of the tour were invited to interview in East Lansing on Monday, July 21. The top five interviewees were announced during the State 4-H Dairy Banquet on Thursday, July 24 and awarded a paid trip to the National 4-H Dairy Conference in Madison, Wisc.

The five 2014 student awardees are: Jacob Arens, Lance Frahm, Lauren Heberling, Madeline Meyer and Cassidy Polzin.



*Sasha Platte (left) and Cassidy Polzin (right) test a milk sample for antibiotics during the 2014 MMPA 4-H Milk Marketing Tour.*