

Dairy Check Off

Things That Have Gone Wrong With My 15¢ Check-Off

1. Product advertising no longer say brought to you by your dairy farmers.
2. No accountability to dairy farmers.
3. The original formula was to increase the fluid milk, this has failed.
4. In 1998 the CEO of DFA said the check off no longer helps the dairy farmer.
5. Dairy farmers are advertising for large retail stores, such as Wal-Mart, Kroger, Safeway, Kraft Foods and other manufacturers.
6. Who is Jerry Dryer? He was given over one million dollars of farmers money, much of it to promote monsanto's BST product.
7. Why does Congress do nothing for this failed system for Dairymen?
8. The Board is selected by the Ag Secretary instead of farmers voting their selection, un-constitutional in my opinion.
9. Block voting should be done away with.
10. Letting the CEO of Co-op tell the board to vote for the promotion program.
11. If an advertising system doesn't work for a corporation, the system is dropped. But in this system it goes on because farmers have no control. And large retailers are getting free advertising?
12. Money given to national milk producer, a lobbyist group, was forbidden in the NDB by-laws.
13. There wasn't anything put into place to measure if the program was actually helping the Dairymen who were paying the bill. If it was found that it was not helping the Dairymen, it should have been abolished. For example, my pay price was the same this year as it was in 1981.

