



Regional Dairy Workshop - Why Dairy? Why Jersey?



MILK MARKETING and the JERSEY ADVANTAGE – The Basics

Presented by

Calvin Covington

CEO Southeast Milk, Inc. (retired) and

Past Executive Secretary

American Jersey Cattle Association

ccovington5@ cs.com

Proudly
supported by
JOA
JERSEY OVERSEAS AID



DAIRY – A GROWING INDUSTRY

- Past 30 years global milk production increased over 60% to 850 MMT.
- Most parts of world, local industry, only 75 MMT in world trade. 150 million dairy farms worldwide.
- 110 kg per capita consumption worldwide, up 10% since 2000.
- Dairy products provide many essential nutrients for our diet, including high quality protein; nutrition in a variety of products that are relatively convenient and affordable.
- Dairy cows utilize marginal land and convert inedible feedstuffs into nature's most nearly perfect food.



NEED to be MILK MARKETERS as well as **MILK PRODUCERS**

- **Milk marketing = all of the functions involved in moving milk from the farm to the consumer.**
- **Simple definition = Find Customers for the milk produced.**
- **Key = marketing must result in profit for all involved.**
- **Milk marketing basics for dairy farmers:**
 - 1. Cooperate**
 - 2. Components**
 - 3. Consistent milk quality**



COOPERATE – Dairy Farmers Must Work Together to Maximize Profit – Why?

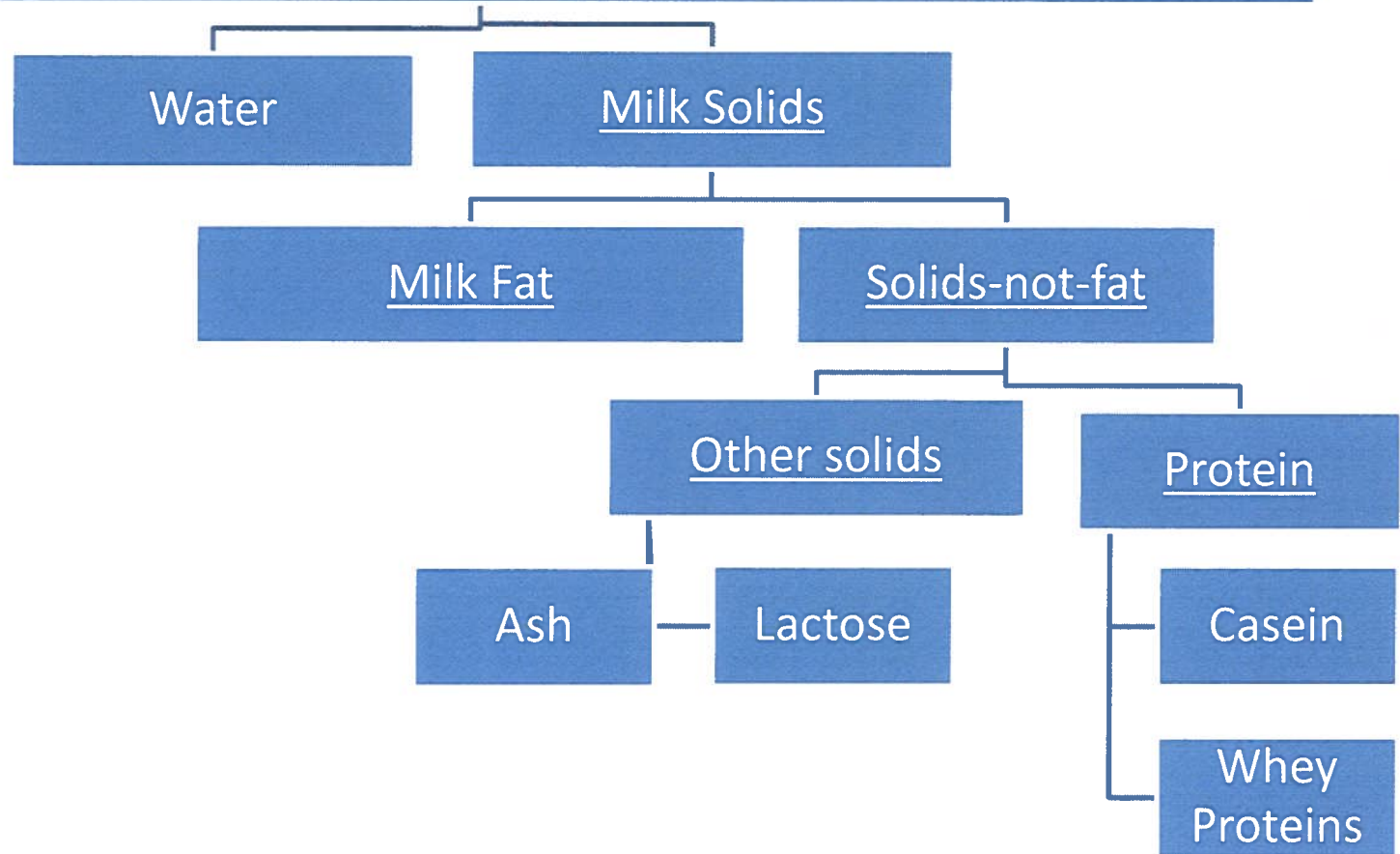
1. More milk sellers than milk buyers (processors – distributors).
2. Marketing a perishable product.
3. Sufficient volume to supply customers.
4. Share in needed investment. (Invest in marketing as you invest in production.)



Regional Dairy Workshop - Why Dairy? Why Jersey?



MILK COMPONENTS – Give milk nutritional, functional, economic value.





Regional Dairy Workshop - Why Dairy? Why Jersey?



JERSEY ADVANTAGE

Higher Concentration of Milk Components

One liter - Jersey milk compared to Holstein milk:

- 20% more nutrition, and better taste in fluid form
- 30% more butter
- 20% more cheese
- Better quality dairy product

THERE is a DIFFERENCE in MILKS



CONSISTENT MILK QUALITY

- Taste = number one factor consumers use in making food choices.
- Bacteria
- Somatic cell count
- Milk cooling and handling
- Feeding
- Adulteration



Regional Dairy Workshop - Why Dairy? Why Jersey?



TAKE AWAY MESSAGE

1. Dairy is a growing industry that provides quality, tasteful, and variety of nutrition to the world's population.
2. Dairy farmer be profitable, be milk marketer as well as milk producer.
3. Keys to milk marketing: cooperation, components, and consistent quality.
4. There is a difference in milks – Jersey milk higher components and quality.