

Challenges & Opportunities of Dairying in the Southeast

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Opportunities and challenges are usually synonymous.

Since we dairy in North Florida and South Georgia my comments will be biased toward that area of the southeast.

I. Market Opportunities

1. Increasing fluid Market

a. population growth

2. High utilization

a. function of milk production within our area

b. politically can be altered with pooling and order regulation changes

3. Over order pricing

a. Must be managed

1. dealing effectively & efficiently with processors

2. positive working relationship with other milk coops in and outside of the southeast

II. Market Area Challenges

1. People

a. not compatible

b. 3rd party influence on local & state environmental policies

1. different agendas

c. scientific research

d. political

III. Land Base & Climate Opportunity

1. Larger dairies

a. accumulation of milk

b. spreading fixed costs (environmental)

c. greater return on assets

IV. Climate Challenges

1. Production
2. Seasonality

V. Check Off Money

1. Florida Georgia
2. Dairymen control
3. University
4. Political

VI. Congressional Representation