



# PRODUCER MEMBERSHIP

Redefine What Dairy Can Do.



## The Future of Dairy Is Being Written—Be One of the Authors

**This is a pivotal moment.** You can stick to business as usual—or you can join the American Dairy Coalition (ADC) and help shape the future of dairy in America.

ADC isn't just an organization. It's a movement. We're defending the industry, fueling innovation, and making sure dairy stays on every table. From coast to coast, we've already driven millions back into dairy farmers' pockets through real wins in Washington, D.C.—and we're just getting started.

## Five Reasons You Need Us – and We Need You

Markets for Class III milk are finally improving, which is encouraging—but the recent Ag Census reveals a troubling trend: the U.S. has lost 40% of its dairy farms in just five years, the steepest decline on record. This cannot continue unchecked, and we're actively working on key issues to address it.

### 1. Experienced Preparation

We've been at the forefront of advocating for the return to the higher-of method in the USDA's milk pricing decision, now set to begin July 1. It's a win for farmers—but the 5-part USDA decision isn't perfect.

We're raising critical questions about the make allowance increase (from \$2.75 to \$3.60-\$4.50/cwt), based on voluntary—not audited—surveys for processors. With \$7B in new processing capacity coming online, are such deductions justified?

#### We're actively:

- Drafting a document to inform producers before the new milk checkoff deductions pricing formulas kick in
- Seeking transparency in the referendum process
- Hosting webinars and collaborating with state and federal legislators
- Consulting with economists and USDA officials
- Digging into milk check discrepancies by meeting with experts and Market Administrators

### 2. Factual Information

When H5N1 struck dairy herds, we stepped in to inform the media, including reporters at Fox 31 KDVR when Colorado experienced a surge in affected dairy herds. We educated reporters and pointed them to reliable resources to help the public understand what was really happening—and ultimately protect producers.



### 3. Timely Inspiration

The recent Chevron Supreme Court decision may reshape how federal regulations are interpreted—shifting power away from agencies and back to courts and Congress. This change reinforces the need for grassroots advocacy, which we've always prioritized. Think WOTUS and beyond—we'll keep you informed.

### 4. Vital Participation

From whole milk in schools to practical climate policy, we've worked for years to influence the Farm Bill—and key pieces are finally making it in. We're continuing to track its movement and engage with lawmakers like House Ag Chair GT Thompson as both chambers work toward a final version.

### 5. Continuing Conversation

We understand how tough things are on the ground. That's why we're committed to providing timely, accessible information and engagement opportunities that fit into your busy schedule. Our goal is to make sure your voice is heard and represented where it counts.

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## **The dairy industry is at a crossroads. Sitting out means falling behind.**

ADC is for the bold—producers, processors, and industry allies who won't let our story be rewritten. **Join ADC today and redefine what dairy can do.**

#### **\$5,000 PLATINUM LEVEL**

- Speak directly with ADC Board Members about the issues that matter most to you
- Get membership recognition at all events and on social media
- + All benefits below

#### **\$2,500 GOLD LEVEL**

- Access to the ADC Crisis Line
- Get membership recognition on social media
- + All benefits below

#### **\$1,000 SILVER LEVEL**

- Display your logo + link on our website
- Get one hour of legal consultation (\$500 value)
- + All benefits below

#### **\$750 BRONZE LEVEL**

- Receive ADC's breaking news e-blasts straight to your inbox
- Display your logo on ADC's website
- Benefit from dedicated lobbyists & attorneys focused on federal dairy/ag policy on Capitol Hill

**Contact us** at [info@americandairycoalitioninc.com](mailto:info@americandairycoalitioninc.com)  
or call 920-366-1880 to discuss the full benefits of your membership.



## Producer Membership Registration Form

Credit card or check accepted (make payable to ADC).

Scan to register online

**Send form to:**

American Dairy Coalition  
PO Box 10976  
Green Bay, WI 54307-0976



**Or register online:** [www.americandairycoalitioninc.com](http://www.americandairycoalitioninc.com)

**Phone:** 920-366-1880 | **Email:** [info@americandairycoalitioninc.com](mailto:info@americandairycoalitioninc.com)

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### MEMBERSHIP LEVEL

☐ Platinum (\$5,000)   ☐ Gold (\$2,500)   ☐ Silver (\$1,000)   ☐ Bronze (\$750)

### CONTACT INFORMATION

BUSINESS NAME: \_\_\_\_\_ HERD SIZE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

STREET: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ CELL: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

### PAYMENT INFORMATION

☐ Visa   ☐ MasterCard   ☐ Discover   ☐ American Express   ☐ Check Enclosed

CARD #: \_\_\_\_\_

EXP. DATE: \_\_\_\_ / \_\_\_\_

SECURITY CODE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_