



## Top 10 Messages on Supply Management

1. There is enough value in the dairy supply chain for farmers, processors, and consumers to ALL do well. That is not happening now. We need a change.
2. Farmers want a decent price from the marketplace, not from government subsidies. Rather than relying on taxpayers to bail farmers out when the market is flooded, we are asking Congress to provide an incentive to not flood the market in the first place.
3. Profitability is achieved when supply and demand are in balance. Increasing demand through product development and exports is important, but we also need to look at the supply side of the equation. Focusing on demand without thinking about supply is like stepping into the ring with one hand tied behind your back.
4. Supply Management is not incompatible with global trade. We can have an American approach to supply management that improves the U.S. milk price without closing our borders. At the same time, we can't export our way to profitability. We need to manage supply domestically rather than looking to foreign markets for salvation.
5. We are looking at uniquely American programs that would balance supply and demand without a strict quota, and without stifling growth or innovation.
6. New technologies that save time and reduce labor costs are growing in popularity. But they are also expensive. Farmers are more likely to invest in current and future technological improvements if they feel confident their milk checks will cover the cost.
7. Supply management is simply another tool to improve the livelihoods of America's dairy farm families.
8. Our dairy farmer population is aging. The next generation to take over the family farm often does not see a successful future in Dairy, and prospective farmers are deterred from getting started. A fair and predictable pay price would not guarantee a successful future for everyone, but it would give young and beginning farmers a fighting chance.
9. There is growing momentum behind supply management. Farmers and organizations who would have written it off four years ago are now on board or seriously considering it.
10. The best time to get serious about supply management was decades ago, but we can't undo history. The next best time is today.

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