

(Pete Hardin's milk marketing report)

Read The Milkweed

"Hardin has been on top of the brewing Eastern financial mess for more than a year, but his warnings have gone unnoticed."

—from the June 9, 1980 editorial in *The Daily Star, Oneonta, NY,*

There's a new dairy publication with the guts to tell you what's going on inside the milk business . . . **The Milkweed.**

The Milkweed is a monthly report about milk marketing for the dairy farmer. With all the assets you have invested in your dairy business . . . you'd better know what's going on.

Pete Hardin edits and publishes **The Milkweed.** Hardin is a pro at covering milk marketing. You've read his articles in **The Holstein-World, The Farm Journal, Hoard's Dairyman, Ag-Review and American Agriculturist.** Hardin calls spades just that in **The Milkweed.** Only dairy farmers who want straight talk should subscribe.

Who reads **The Milkweed**? A thousand smart dairy farmers and dairy leaders throughout the country. They rely on **The Milkweed** as the top source for news inside the dairy industry.

The directors of Inter-State Milk Producers Cooperative, NEDCO and LeHigh Valley Farmers all read **The Milkweed.** Why? They have to know what's going on. And so do you.

Hardin has been the journalist with the guts and sources to tell you what's really going on inside Eastern Milk Producers. Month after month, **The Milkweed** has revealed the shennanigans at Eastern costing members hundreds of thousands of dollars.

In January, **The Milkweed** revealed what the auditors found in studying profits made by Eastern directors selling butter and cheese . . . as well as how much Eastern was paying Mrs. Tewksbury—the president's wife—each week.

In February, **The Milkweed** predicted Eastern members would get hit with a million dollar-plus milk check assessment because of bankruptcies.

And in May, **The Milkweed** reached readers with details of Eastern's \$2.5 million check assessment before Eastern's letter arrived explaining the big bite out of members' milk checks.

In the May issue of **The Milkweed**, readers learned that Eastern claim to the NYS Producer Security Fund is being challenged by the state because Eastern didn't file its claims on time. Readers saw the prediction that Mr. Tewksbury was in line for a high-paying job at Eastern in the May issue of **The Milkweed.**

Also in the May issue, Hardin revealed the penalty clauses in the Leprino contract which mean Eastern can lose tens of thousands of dollars each month if the co-op is unable to supply Leprino with the contracted volumes of milk.

And **Milkweed** subscribers know why there will likely be another future million dollar milk check assessment against Eastern members' milk checks.

And in June . . . possibly the biggest revelation yet concerning the Leprino deal! You'll read it first in **The Milkweed.**

If you earn your living milking cows . . . or anywhere in the milk business . . . you should read the new, sometimes controversial milk marketing report, **The Milkweed.** Each month **The Milkweed** will tell you what's going on inside the milk business .



Pete Hardin, editor and publisher of *The Milkweed*

HOW TO SUBSCRIBE

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Here's my check for a year's subscription to **The Milkweed**, the monthly milk marketing report. I am enclosing (check one)

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Please start my subscription for **The Milkweed** right away. I want to know what's going on in the milk business.

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