

Regional Cooperative Marketing Agency

AN ORGANIZATION FOUNDED BY DAIRY FARMERS IN THE NORTHEAST TO OBTAIN FAIR VALUE FOR MILK ABOVE MARKET ORDER MINIMUMS.

RCMA Is a Common Marketing Agency as defined by the federal Capper-Volstead Act.

RCMA added \$22 million to the milk checks of New England and western New York State dairy farmers in 1973 and 1975 through over-order pricing.

RCMA won a landmark decision in the U.S. Supreme Court defeating a challenge by milk dealers and establishing a firm legal base for over-order pricing when carried out according to the requirements of the law.

- AN OPEN LETTER TO DAIRYMEN -

November 19, 1984

Dear Milk Producer,

Increasing financial pressures are causing dairy farmers to hold meetings in many areas of the Northeast to discuss what can be done to obtain a higher return from the sale of milk.

One method that has been, and is being, used successfully is "over-order pricing", in which all milk producers in a region market their milk through a single, legally structured, organization. Such Common Marketing Agencies are presently functioning in the southeastern and central part of the nation.

The Regional Cooperative Marketing Agency (RCMA) was set up in 1973 to provide producers in the Northeast with the proper structure to obtain higher milk prices. At that time, producer support was strong in New England and in the western New York state marketing order areas. During 18 months of active involvement in the pricing of milk to buyers, RCMA was responsible for adding \$22 million to farmers' milk checks. Unfortunately, due to inadequate producer support, the New York-New Jersey Order 2 marketing area was not able to participate in the improved returns.


RCMA is still operating. It was challenged in the courts and won a major victory for all dairy farmers... a court decision that affirms the right of producers to bargain for prices above market order minimums as long as they do it according to established law.

RCMA is structured to bring together cooperative dairy farmers and independent dairy farmers for the common purpose of selling milk at a fair market value.

There is no guarantee that any program of over-order pricing will succeed in the Northeast ...but the only possible hope for such a plan is through the participation of ALL dairy farmers in a common marketing agency as defined by the Capper-Volstead Act.

RCMA stands ready to serve... if enough producers are willing to make the major effort necessary. If you would like more information about how RCMA works and what is necessary to participate, write to the undersigned at: Regional Cooperative Marketing Agency, 831 James St., Syracuse, N.Y. 13203.

Sincerely,



Arthur Little
Executive Director

Regional Cooperative Marketing Agency