

Dairy Farmers Of America Begin Operation January 1

ORLANDO, Fla. — Dairy Farmers of America (DFA), a new nationwide dairy marketing cooperative is ready to open for business January 1, according to cooperative leaders who held a news conference here today. The new cooperative, serving nearly 22,000 dairy farmer members in 42 states, is being formed by the consolidation of Associated Milk Producers Inc., Southern Region; Mid-American Dairymen Inc.; Milk Marketing Inc.; and Western Dairymen Cooperative Inc.

Speaking on behalf of dairy farmers, DFA chairman designate Herman Brubaker noted that each of the four cooperatives had completed presentation of the consolidation proposals to their members and delegates. All four cooperatives voted in favor of the consolidation by significant margins. Brubaker also reported DFA held its first official event on

Monday evening preceding the opening of the National Milk Producers Federation (NMPPF) annual meeting in Orlando.

Gary Hanman, president and chief executive officer of Dairy Farmers of America, joined Brubaker in fielding questions from journalists attending the meeting. "The voting is complete and the consolidation now awaits final review of the Department of Justice antitrust division," said Hanman. "We're working on management structure and will announce the management team by next week."

Hanman and Brubaker said a high priority in coming weeks would be to finalize the member governance structure for the cooperative. DFA has divided the United States into six "area councils." "Our goal in developing the member governance structures is to involve members at every level, so the organization is small in the

country, even though we will have a large presence in the marketplace," said Brubaker.

Hanman said one of the first orders of business will be to implement cost savings that result from economies of scale and combining operations. "We see real opportunities for savings in hauling and some plant consolidation, especially where plants are operating only seasonally," said Hanman. "Our goal is to reduce costs by at least \$20 million within the next three years."

Hanman also said DFA will be looking at new ways to help members reduce risk by using the futures market. He said the new cooperative's broad geographic and product base should help improve price stability for members, but he said members should not expect the cooperative to single-handedly raise prices. "Long-range, we would hope to help members

make more money in the dairy business through value-added processing, by becoming a major player in the export market and through branded dairy product sales."

Brubaker said each of the consolidating cooperatives has a position on the Federal market order reform issue. "One of our first orders of business will be to look at

the whole issue of market order reform and develop a DFA policy on this matter," said Brubaker. "Our positions are similar now, so I anticipate that, after some discussion and debate, we will have a unified position on where we want market orders to be in the future."

Dairy Farmers of America will have its first corporate board meeting in Kansas City on Dec. 29 and 30, 1997.

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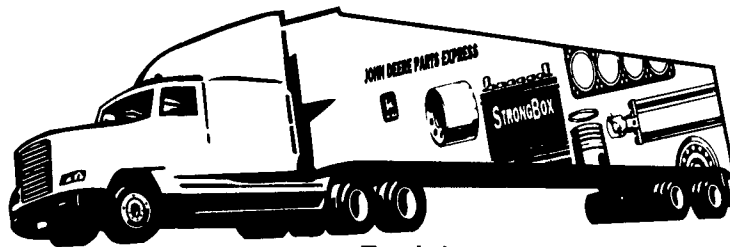
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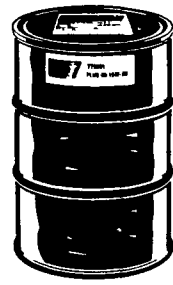
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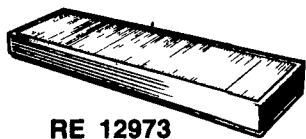
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TY6389 (qt.)	\$1.61	\$1.55
TY22008 (gal.)	6.51	5.39
TY6390 (5 gal.)	27.50	26.40
TY6391 (55 gal.)	258.21	229.21
TY22093 (220 gal.)	1,140.99	903.60

30W+50	REG. \$	SALES
TY22070 (qt.)	\$1.55	\$1.50
TY22073 (5 gal.)	26.59	25.52
TY22074 (55 gal.)	244.59	234.80

HY-GARD	REG. \$	SALES
TY6354 (gal.)	\$6.09	\$5.86
TY22602 (2.5 gal.)	14.55	13.99
AR69444 (5 gal.)	26.91	25.88
AR69445 (55 gal.)	248.86	226.90
TY22092 (220 gal.)	1,095.43	867.58

LOW-VISCOSITY	REG. \$	SALES
TY22035 (qt.)	\$1.69	\$1.63
TY22000 (gal.)	6.40	6.16
TY6342 (5 gal.)	29.67	28.53
TY6344 (55 gal.)	292.61	280.91

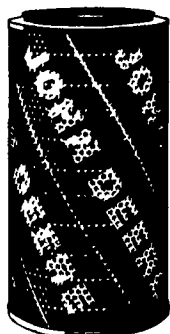


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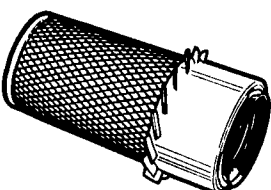
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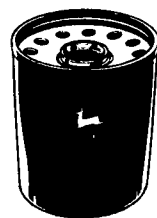
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Air Filters - Mix & Match quantity of 6



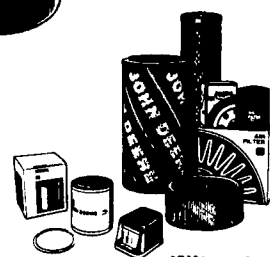
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