

Annual/Termination Reports (SAES-422): 10-2011 to 09-2012

Date of Annual Report: 03/08/13

Report Information:

- Annual Meeting Dates: 01/23/12 to 01/25/12
- Period the Report Covers: 02/2011 to 01/2012

Participants:

- David Anderson (Texas A&M)
- James Bannon (Auburn University)
- Jeffrey Bewley (University of Kentucky) *
- Geoff Benson (North Carolina State University)
- Bennett Cassell (Virginia Tech)
- Lane Ely (University of Georgia)
- Wayne Gauthier (Louisiana State University)*
- Wayne Greene (Auburn University)
- Gary Hay (Louisiana State University)
- Stephanie Hill Ward (Mississippi State University)*
- Tina Horn (Clemson University)
- Joe Horner (University of Missouri)*
- Bruce Jenny, Louisiana State University
- Peter Krawczel (University of Tennessee)*
- Jamie Larsen (Mississippi State University)
- Jack McAllister (University of Kentucky)
- Steve Nickerson (University of Georgia)
- Michael Roberts (North Carolina State University)
- Mary Sowerby (University of Florida)*
- Stephen Washburn (North Carolina State University)
- Shannon Davidson (for Stephen Washburn)*
- Chris Thompson (for Sue Moseley, SE Milk Market Administrator)*

*Present at the January 23, 2012 SERA-15 Meeting

Brief Summary of Minutes of Annual Meeting:

The 2012 SERA-15 Annual Meeting was held at the Embassy Suites Airport Hilton Hotel in Atlanta, Georgia, on Monday, January 23, 2012. President Stephanie Hill Ward presided with five SERA-15 members and two non-members present. New USDA Administrator Steven Smith was not present. State reports were given for Missouri, Kentucky, Louisiana, Florida, Tennessee and Mississippi. Two dairy industry members, Katie Krupa from Rice Dairy and Amanda Trice from SUDIA were suggested as potential committee members. Pros and cons of obtaining sponsorships for the Southern Dairy Conference were debated. Potential topics for the 2013 Southern Dairy Conference were discussed including consequences of the 2012 Farm Bill,

impacts of lowering somatic cell counts and what exports are doing to producer income. Discussion began about forming a Southeast Dairy Consortium to fill in especially the shortage of dairy specific classes many SE universities lack. Michael Roberts was elected as 2012 SERA-15 Secretary upon his acceptance (which he did). Mary Sowerby was the incoming chair for the 2013 Southern Dairy Conference.

URL: [Copy of minutes](#)

Accomplishments:

One hundred twenty participants from industry and academia attended the 38th Annual Southern Dairy Conference held January 24-25, 2012. Fourteen speakers made presentations about dairy economic policy, risk management, enhancing the “image” of dairy, animal welfare, training the next generation of the dairy industry, farm owner succession, and a grazing dairy model. Conference proceedings were posted on the Southern Dairy Conference website: <http://southerndairyconference.com/> and the American Dairy Science Association S-PAC. In addition, recognizing the need for more specific dairy classes in many SE universities, discussion began of a Southeastern Dairy Consortium to improve teaching and extension efforts in the Southeast.

Impact Statements:

In 2011-2012 the SERA-15 committee organized and held the 38th Annual Southern Dairy Conference. This conference has a unique niche by consistently focusing on Southeastern dairy economic issues and impacting an audience of primarily milk cooperative, federal milk marketing order and other individuals from industry and academia interested in the economic direction of the industry. Conference attendees indicated by exit survey that they found five conference topics over 80% very useful or extremely useful: 1) transition of farm ownership, 2) factors impacting farm milk price, 3) the young farmer panel discussion, 4) the challenges and opportunities of the dairy industry, and 5) Southeast dairy policy.

Last Modified: 08-March-2013