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FarmFirst Applauds USDA FMMO Final Decision

Madison, WI [November 15, 2024] USDA earlier this week released its final decision on modernizing its Federal Marketing Order (FMMO) program.

The plan follows three years of efforts by NMPF and its member cooperatives, that included over 200 meetings, extensive analysis and discussions, and a record long 49 day Federal Order Hearing.

“Much of what FarmFirst Dairy Cooperative advocated for in Federal Milk Marketing Order reform over the past three years is reflected in USDA’s final decision,” says John Rettler, FarmFirst Board President. “USDA has acknowledged what dairy farmers, cooperatives and other stakeholders have been asking them to address. As we move forward, we are optimistic that necessary changes will be made to improve the milk-pricing system for dairy producers.”

USDA’s final proposal aligns closely with its comprehensive Recommended Decision that included many of NMPF’s key concepts that FarmFirst Dairy Cooperative advocated for. This modernized approach will benefit dairy farmers and the dairy industry. NMPF, along with FarmFirst Dairy Cooperative is encouraged to see these much-needed updates moving forward for dairy farmers approval.

FarmFirst Dairy Cooperative, established in 2013 and based in Madison, Wis., represents farmers in Wisconsin, Minnesota, South Dakota, Michigan, Iowa, Illinois, and Indiana by providing legislative and regulatory advocacy, dairy marketing services, disaster protection, laboratory testing opportunities and industry promotion. Learn more about FarmFirst Dairy Cooperative by visiting: www.FarmFirstDairyCooperative.com.

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