

# Dairy

# Advantage

*North Carolina,  
Where Opportunity Abounds!*



### ***Dairy Advantage ----***

***Is a program designed to help stabilize and grow the North Carolina dairy industry.***

### ***Dairy Advantage ----***

***Was developed by a committee representing the dairy industry of the state – milk producers, milk processors, allied dairy businesses, farm organizations, North Carolina Department of Agriculture & Consumer Services, and North Carolina State University Extension Specialists.***

### ***Dairy Advantage ----***

***Has the goals of:***

- enhancing the value of milk and dairy products produced in the state***
- enhancing dairy farm family quality of life***
- increasing the volume of milk produced in the state***
- supporting dairy farm numbers in the state***

### ***Dairy Advantage ----***

***Committee members studied existing dairy assistance programs in other states, with the focus put on programs that could help existing dairies stay in operation, help existing dairies that want to expand, and help existing or new dairies that want to relocate within or move into the state.***

### ***Dairy Advantage ----***

***Key Action Items are:***

- Develop a farm assessment program for existing producers to help them identify strengths and weaknesses.***
- Develop a dairy profit team program to help producers improve the long-term viability of their dairy farms.***
- Establish a recruitment and relocation assistance program for individuals interested in establishing dairies in North Carolina.***
- Establish a Dairy Development Coordinator position to assist with the development of the North Carolina dairy industry.***

- **Encourage and assist NCDA & CS to create staff responsibilities specifically in Dairy Agribusiness.**
- **Encourage and assist NC Cooperative Extension Service to maintain two Area Specialized Dairy Agents, and to convert these positions to be fully state funded.**
- **Encourage and assist NCSU College of Agriculture and Life Sciences to maintain an effective dairy extension program in production, management, and economics.**
- **Establish a legal organization for the purpose of finding additional resources to accomplish the goals of *Dairy Advantage*.**

### ***Dairy Advantage ----***

**Will have an Oversight Committee composed of dairy industry representatives to monitor and manage the programs and activities of this initiative.**

#### ***Dairy Advantage* Program Contacts:**

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