



## Selling New Hampshire Milk In Local And World Markets

Agricultural Economist Robert Wellington Speaks At Thompson School Feb. 22

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DURHAM, N.H. -- Robert Wellington, an economist and senior vice president at dairy farmer cooperative Agri-Mark, will discuss marketing milk from Portsmouth to Peking in a lecture at the University of New Hampshire's Thompson School Feb. 22, 2007.

- Robert Wellington, Agri-Mark senior vice president, economics, communications and legislative affairs, on "Selling New Hampshire Milk in Local and World Markets"
- Thursday, Feb. 22, 2007, 6:10 – 8 p.m.
- Cole Hall 219, Thompson School of Applied Science, UNH
- Free and open to the public; farmers and agriculturalists particularly encouraged to attend

Wellington will discuss the growth and diversity of demand for milk and dairy products for consumers locally and internationally. He will touch upon the role of cooperatives as well as international businesses. He will also examine the importance of price and product differentiation, including Federal Milk Orders, which set different farm milk prices depending on use; developing new dairy products and flavors; and marketing different farm milk production techniques such as rBST-free milk or organic milk.

Wellington serves as a member of the National Milk Producers Federation Federal Order and Price Support Committees. He is a director and treasurer of both the Council of Northeast Farmer Cooperatives and the Green Mountain Federation (of Vermont). He works closely with the Departments of Agriculture in all New England states and New York and is a member of the Massachusetts Dairy Advisory Committee. He has been active in legislative attempts at both the state and federal level to increase milk prices and frequently testifies before state legislative bodies and Congress. Agri-Mark is the largest dairy farmer cooperative serving the New England Market dairy farm families throughout New England and New York State.

Wellington's talk is coordinated by UNH CREAM (Cooperative Real Education in Agricultural Management) and UNH Cooperative Extension's dairy specialist Peter Erickson. For more information contact Drew Conroy (603-862-2625 or [drew.conroy@unh.edu](mailto:drew.conroy@unh.edu)) or Peter Erickson at 603-862-1909.