

President's Letter
Luke Woelber
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Over the past few years, our industry has been on one heck of a roller coaster ride. Recently, we have seen prices for our milk that remind us that we can make a living milking cows. We have also seen some lows that would have made most industries cry uncle.

Personally, through all of this, I have become more aware that our operation cannot survive as if it was in a bubble. You can't put your head down, live in the moment, and expect that you will be here ten years from now. Our industry has evolved to more of a global industry. We must worry about the weather in New Zealand, wages in China, and what percentage of fat Europe wants in their butter.

Another thing I have learned is that we are superb at adaptation. I think in order to be a dairyman you have to be a gambler at heart. On a daily basis, we take risk in an effort to plan for the future. In years past, we took those risks to plan for two or three months, now we are looking for feed buys or milk contracts that allow us to plan for two or three years. We have adapted and evolved and will continue to do so. Looking toward the future, 2014 looks like it will be the long awaited year that we need.

Don't forget we have our Annual Convention next month in Ruidoso. I hope to see all of you there. As always, if you need anything from DPNM, call the office or talk to a board member.