



# MARKETING WELL IN 2011.

## OUR DAIRY PRODUCER CLIENTS DESCRIBE IT BEST.

Will marketing make a difference on your dairy? It can be a rewarding, valuable part of managing your operation – when you take a consistent, disciplined and strategic approach. Read what our long-time clients say about the value of having marketing strategies in place over the past year.



“We’ve been with Stewart-Peterson for quite a few years. In 2008, they positioned us well with our marketing so that in 2009 we actually grew our business by more than 200 animals. That set us up to be prepared for 2010 and beyond. Over the past year, we’ve been able to manage the input side well because of the marketing strategies we had in place. If you’re going to get involved with marketing, you need to stay with it. You have to be consistent.”

**John Ruedinger**  
Ruedinger Farms Inc.



“It’s been very important over the past year to watch the milk price as well as the feed input side. Stewart-Peterson does a good job with that. They help us take advantage of the opportunities in purchasing protein and corn. It’s made a big difference. Over the years, their strategies have definitely helped us even out the market’s highs and lows. That gives me peace of mind. I also like that they’re always evolving the planning they do. And, they help me execute the decisions we make, so I can take vacation.”

**Mark Breunig**  
A-OK Farm, LLC



“Over the past year, Stewart-Peterson has kept us focused on the drivers behind commodity price movement, rather than on the movement of the prices themselves. This in turn has kept us from jumping in on a price at the wrong time, either when fundamentals indicated there was a possibility of price improvement, or when the cost of the protection was too great. Stewart-Peterson gives us the information to be prepared for price movements in commodities earlier than we would be able to obtain ourselves.”

**Matt Berge**  
Badger Pride Dairy, LLC



“With the volatility in the markets from the input and output sides, Stewart-Peterson has given our dairy the peace of mind to concentrate on what we do best: produce high quality milk.”

**Todd Doornink**  
Jon-De Farm, Inc.



“Even though the milk price has gone up, there’s no way to know where it will go next because of volatility. So having marketing strategies in place, both on the milk side and the input side, has given me peace of mind.”

Dan Brick  
Brickstead Dairy, LLC



Over the past year, Stewart-Peterson has done a good job with our marketing. One thing I really like is how they protect us with puts and calls. If milk jumps, we don’t lose all the opportunities. And, they minimize our risk with downside protection. Over the years, we might not get the highest price, but we stay well off the bottom. By leveling out the highs and lows, they help us meet our cost of production.

Mark Zinke  
Zinke Dairy Farms, LLC

“Having marketing strategies in place over the past year has meant one less thing for me to worry about. Whether times are good or bad, I don’t have to think about my marketing. And, I know that when decisions need to be made, Stewart-Peterson will call me to discuss them.”

Christine Troendle  
Duschee Hills Dairy, LLC

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*Stewart-Peterson Inc. is a commodity consulting and marketing services firm offering opportunity and risk management services for clients. We believe marketing can be done well, and would be happy to explain how consistent, disciplined and strategic marketing can benefit you and your operation.*

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