



Massachusetts Farm Bureau Federation's 2020/2021 Rate Card For *News and Views*

News and Views is published six times a year by Massachusetts Farm Bureau staff. This full color publication is distributed by mail and email to our nearly 6,000-member families across the Commonwealth. If you are involved in Massachusetts agriculture, you can't miss this opportunity to advertise in *News and Views*.

News and Views accepts outside advertising, both display and classified, provided the ads are received prior to publication deadlines and provided adequate space is available.

To place a display ad, please see the current rate card included in this packet for ad specifications and publication deadlines.

Classified ads are also accepted. Current MFBF members can run ads with the first 20 words costing \$15 total and every word thereafter costing \$0.55 per word. If you are not a MFBF member, your classified ad will run at \$20 for the first 20 words and every word thereafter costing \$1.00 per word.

If you wish to place a classified ad, please mail your ad and payment to:

Massachusetts Farm Bureau Federation
249 Lakeside Ave
Marlborough, MA 01752

Or...email it to info@mfbf.net.

Please note: Your payment must be made before your ad will be printed. Additionally, MFBF reserves the right to not accept any advertising that the organization deems unsuitable for its literature for any reason.

Vol. 25, No. 6 THE OFFICIAL NEWS PAPER OF THE MASSACHUSETTS FARM BUREAU FEDERATION SEPTEMBER, 2018

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AFBF-Developed Dairy Revenue Protection Insurance

Since 2014 the annual average U.S. all-milk price has fallen by more than 30 percent. This year, it is projected to be at the lowest level since 2009 at \$16.10 per hundredweight. Milk prices are projected to improve slightly in 2019 to \$16.75 per hundredweight, but ongoing trade tensions in July compelled USDA to push its 2019 milk price projection down by 45 cents per hundredweight. The 45-cent revision represents a nearly \$1 billion decline in projected monthly milk revenue.

Recognizing the need to enhance the federal risk management tools available to dairy producers, American Farm Bureau Federation, American Farm Bureau Insurance Services and other collaborators developed a new federal crop insurance product called Dairy Revenue Protection. Dairy Revenue Protection provides insurance for the difference between the revenue guarantee and actual milk revenue should prices or revenues decline. It also provides a greater choice of price risk management features, providing the ability to protect the value of milk based on the value of cheese to fresh milk, protein or butterfat. Dairy Revenue Protection was developed and approved through the Federal Crop Insurance Act's 508(h) process, which allows private parties to develop insurance products that are in the best interests of producers, follow sound insurance principles and are actuarially appropriate. USDA's Risk Management Agency recently released detailed policy information on Dairy Revenue Protection on the RMA website's Livestock page, found here: <https://www.rma.usda.gov/livestock/>

It's Massachusetts Apple Season!

Apples are one of the easiest fruits to pick and use. They are big, not easily bruised and most varieties store well. They can be eaten fresh, cooked, canned, frozen and made into many tasty and healthy dishes. Apples are fat-free, low sodium and cholesterol free.

A bushel weighs between 42 and 48 pounds. A medium apple has about 80 calories. Apples originated in the Middle East (in an area between the Caspian and the Black Sea) more than 4000 years ago! They were the favorite fruit of ancient Greeks and Romans. Apples arrived in England around the time of the Norman conquest (in 1066) and English settlers brought them to America in the 1600 and 1700s. Only the crabapple is native to North America. Johnny Appleseed did really well; his name was John Chapman, and he was born on Sept. 26, 1774, near Leominster, Massachusetts.

Many Massachusetts farms have pick-your-own operations. Typically the season starts with strawberries. Then moves to blueberries and raspberries, and peaches in the summer. In the fall there is apple picking and in October - pumpkin picking!

Photo courtesy of USDA.

Want To See Your Picture Above?
Please send MFBF Director of Marketing and Communications Katelyn Parsons a copy of your high-resolution photo(s) (at least 5 MB) via email at katelyn@mfbf.net. If the photo is high quality, it may be selected for the cover.

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Massachusetts Farm Bureau Federation
249 Lakeside Ave
Marlborough, MA 01752

PRINTED IN THE U.S.A.
90% RECYCLED PAPER
MADE IN THE U.S.A.

BRINGING NEWS TO MASSACHUSETTS FARM BUREAU FEDERATION FAMILIES.

The Voice of Agriculture in the Commonwealth.

Follow Us On Social Media

Full Color Advertising Rates – MFBF Members

Ad Size	Price Per Issue
2 Page Spread	\$1,500.00
Full Page	\$880.00
Half Page	\$675.00
Quarter Page	\$450.00
Eighth Page	\$300.00

Full Color Advertising Rates – Non-Members

Ad Size	Price Per Issue
2 Page Spread	\$1,750.00
Full Page	\$1,000.00
Half Page	\$700.00
Quarter Page	\$500.00
Eighth Page	\$350.00

Premium Positions

Back cover space is available at a 20 percent premium.

2020/2021 Advertising Deadlines & Specifications

Issue	Space Reservation Deadline	Camera Ready Deadline
June/July	July 6, 2020	July 6, 2020
August/September	Sept. 1, 2020	Sept. 1, 2020
October/November	Nov. 2, 2020	Nov. 2, 2020
December/January	Dec. 14, 2020	Dec. 14, 2020
February/March	Feb. 22, 2021	Feb. 22, 2021
April/May	April 26, 2021	April 26, 2021

Ad Sizes & Specifications

Full Page	11" x 17"
Half Page	5.5" x 8.5" <u>or</u> 11" x 8.5"
Quarter Page	4.5" x 5.5"
Eighth Page	3.5" x 4.5"

Artwork

All art should be CMYK (not RGB). Rasterized ads should be set at 600. Text or line art scans should be set at 600. Halftones/photos should be at 300 dpi. If not available, it must be no lower than 170 dpi.

Supported Applications

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat

Composition & Ad Design

All ads should be printer ready when submitted to MFBF. No alterations will be done by MFBF staff.

Shipping Instructions

All advertising materials should be shipped to:

Massachusetts Farm Bureau Federation
249 Lakeside Ave
Marlborough, MA 01752
Phone: 508-481-4766

Ads may be emailed to: katelyn@mfbf.net

For more information, please contact:

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249 Lakeside Avenue
Marlborough, MA 01752
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email: katelyn@mfbf.net