

National FFA 2010
Marketing Exam

26. Which of the following is an example of value-added agriculture?
- a) a farm that markets an "Ozark brand" of cheese
 - b) purchasing milk from a local producer
 - c) using a custom heifer raiser
 - d) drinking raw milk
27. A major reason for having Federal Milk Marketing Orders is to
- a) prevent disease outbreaks
 - b) assure an adequate milk supply over the long-run of time
 - c) improve the nutrition of consumers
 - d) make dairying profitable
28. Farm marketing cooperatives have been in existence since the early
- a) 1800's
 - b) 1900's
 - c) 1700's
 - d) 1920's
29. Federal Milk Marketing Orders affect prices consumers pay for fresh milk in grocery stores by
- a) adjusting them according to demand
 - b) adjusting them according to supply
 - c) leaving them to be determined in the marketplace
 - d) setting them only once yearly
30. Who pays the U.S.D.A. Agricultural Marketing Service for the operating costs of Federal Orders?
- a) Milk producers
 - b) Milk processors/ handlers
 - c) Retail store owners
 - d) Customers who buy milk
31. Most recent data shows the most fluid milk was sold in what type of container?
- a) Paper
 - b) Plastic
 - c) Glass
 - d) Metal (tin) cans
32. What percent of exported U.S. dairy products are sold without a subsidy?
- a) 0 %
 - b) 50 %
 - c) 80 %
 - d) 95 %

33. Dairy farmers receive what percent of the sale of a half gallon of milk?
- a) 46 %
 - b) 15 %
 - c) 26 %
 - d) 96 %
34. In _____ when the Capper – Volstead Act was enacted, cooperatives were given the right and power to organize producers of a farm commodity to its fullest extent.
- a) 1829
 - b) 1959
 - c) 1729
 - d) 1929
35. Milk marketing cooperatives
- a) are permitted to operate in Federal Orders
 - b) provide marketing power for milk producers
 - c) have no control over Federal Orders
 - d) all of the above
 - e) only A and C
36. Demand for dairy products is typically the lowest in
- a) Spring
 - b) Summer
 - c) Fall
 - d) Winter

37. What percent of today's youth consume the recommended amount of dairy products?
- a) 10%
 - b) 30%
 - c) 50%
 - d) 75%
38. Milk that is used to make butter is classified as which class in Federal Orders?
- a) Class I
 - b) Class II
 - c) Class III
 - d) Class IV
39. Milk prices on average are the lowest in
- a) Summer
 - b) Fall
 - c) Spring
 - d) Winter
40. In what year was June Dairy Month started to celebrate the dairy industry and its contributions to society?
- a) 1887
 - b) 1937
 - c) 1969
 - d) 1995
41. Since 1984, dairy farmers have been contributing _____ cents for each _____ hundredweight of milk they sell to fund state and national dairy promotion programs. (**Check off**)
- a) 10 cents
 - b) 15 cents
 - c) 25 cents
 - d) 35 cents
42. This year marks _____ years of publication for *Hoard's Dairyman*.
- a) 200
 - b) 100
 - c) 175
 - d) 125
43. Milk used to make ice cream would be priced in what Federal Order class?
- a) Class I
 - b) Class II
 - c) Class III
 - d) Class IV

44. The Federal Orders of today are based on the Agricultural Agreement Act of
- a) 1927
 - b) 1947
 - c) 1937
 - d) 1966
45. _____ products are eligible for Dairy Export Incentive Program (DEIP).
- a) Fluid milk
 - b) Butter
 - c) Ice Cream
 - d) Sour Cream
46. The Dairy Export Incentive Program is used by USDA to subsidize the exports of
- a) fluid milk and butter
 - b) ice cream and butter
 - c) cheese and butter
 - d) nonfat dry milk and butter
47. The practice that distributes payments for milk among the producers within a specific Federal Milk Marketing Order is called
- a) pool pricing
 - b) classified pricing
 - c) support pricing
 - d) differential pricing
 - e) distributive payments
48. What piece of legislation made farmer cooperatives legal?
- a) Sherman Act
 - b) Capper-Volstead Act
 - c) Farm Bill
 - d) Barkley Act
49. To be labeled made with organic ingredients a dairy product must contain _____ percent or more organic ingredients.
- a) 100
 - b) 90
 - c) 80
 - d) 70
50. The reason that testing of milk is done in laboratories of the USDA Milk Market Orders is
- a) to assure safety of the supply
 - b) to provide accurate accounting for amounts of milk solids sold in the order
 - c) to make sure food and drug law is followed
 - d) to provide data for the US Statistical Reporting Service