

Milk Market Linkage Advisor

Dairy, Poultry & Livestock

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Compares your milk-selling options — cooperative, private dairy, direct/doorstep, and value-added — on price, reliability, payment terms and risk, and recommends the best mix. Use it to decide where your milk goes. For direct sales use the Doorstep Milk Model.

Purpose of this tool & output

Cooperative vs private vs direct — best mix

How the output is used

Use it to find the best milk market mix — cooperative, private dairy or direct — for the price, reliability and volume you need.

Important cautions

Cooperatives offer stable fat/SNF-based payment; direct and value-added earn more but need effort, trust and capital. A base-plus-upside mix balances income and risk — verify local rates and payment records before switching.

Companion documents

- Dairy Marketing & Sales Plan
- Doorstep / Subscription Milk Model
- Dairy Brand Building Guide
- Egg & Poultry Meat Marketing Plan
- Value-Added Product Sales Strategy
- Milk Subscriber Retention Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.