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DAIRY FARMERS OF AMERICA SWOT & PESTLE ANALYSIS

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Company Name : Dairy Farmers of America

Company Sector : Dairy

Operating Geography : United States, North America

About the Company : The Dairy Farmers of America is a dairy cooperative which is one of the biggest in the world. The company has over 14,500 dairy farmers as members, spread out across 48 states of the USA. The headquarters of the company is located in Kansas City, Kansas, USA. Founded in 1998, the company today represents over 22% of the total raw milk production of the US. It was initially formed through the merger of four dairy cooperatives: the Southern region of Associated Milk Producers Inc.; Mid-America Dairymen Inc.; Milk Marketing Inc.; and Western Dairymen Cooperative Inc. and were later joined by an additional five cooperatives. The company employs around 8500 employees as per 2020 records.

The company produces and manufactures milk, ice cream, butter, frozen yogurt, cream, cheese as well as a number of other dairy products. The mission statement of DFA reads, “Deliver Value to Our Family Farm-Owners as a Global Dairy Cooperative”. The vision statement of DFA reads, “Enriching Communities and Consumers' Lives through All the Possibilities of Dairy”. The USP of the company lies in the fact that it is a cooperative which ensures that all products manufactured are locally sourced and fresh at all times. The company has achieved an international reach while remaining local.

Revenue :

USD 112,686 mn – FY ending December 31, 2020 (YoY growth negative 11%)

USD 127,746 mn – FY ending December 31, 2019

SWOT Analysis :

The SWOT Analysis for Dairy Farmers of America is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Cooperative structure giving a sense of collective ownership 2.Network of over 13,000 family farms, sourcing milk 3.Extensive supply chain and distribution capabilities 4.Root for inclusion and implementation of sustainability initiatives 	<ul style="list-style-type: none"> 1.Acquisition of Dean foods has led to the downgrade of its ratings outlook 2.Exposure to price volatility of fluid milk in the long term 3.Reliance on subsidies and government support for inputs such as cattle feed 4.Short shelf life of milk and several milk products, which are the core products of the company
Opportunities	Threats
<ul style="list-style-type: none"> 1.Multiply synergies with the acquisition of Dean Foods 2. Diversification into milk product related verticals like cheeses with are value added 3. Leveraging the farmer owned brand image to better market their products 4. Foray into emerging markets with milk and milk products exports 	<ul style="list-style-type: none"> 1.Exposure to political pressures given that dairy is related to the crucial farm welfare sector 2.Threat from plant-based alternatives to milk, like soy and other plant-based milks 3.Very high seasonality in demand of profitable milk products

PESTLE Analysis :

The PESTLE Analysis for Dairy Farmers of America is given below:

Political	Economical
1.Vulnerable to extensive political lobbying and political interference in pricing 2.Heavy reliance on federal and state governments for farm input subsidies, crucial for profitability.	1.Dependency on the prices of raw milk, which is a perishable commodity and also suffers from price volatility. 2.Milk and dairy products are becoming more profitable with advancements in technology
Social	Technological
1.Emergence of popular culture against the use of milk in favour of plant-based milk alternatives. 2.Rise of vegan-ism in response to the reports of abuse and ill-treatment of animals in isolated dairy farms.	1.Automation in the dairy industry has made milk procurement and selling more cost effective. 2.Better supply chain logistics and cold chains are greatly extending the reach of dairy products.
Legal	Environmental
1.Antitrust regulation with respect to major consolidation in the Dairy Industry 2.Litigation surrounding cases of environmental pollution and degradation	1.Dairy industry causing climate change by raising pressure on water and pasture land supply 2.Waste management at confined dairy farms affecting surrounding land and air

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