

Our Vision, Cause and Values

Vision

Together, we advance milk and dairy's unique and essential contributions to healthy, sustainable eating patterns.

Cause

To elevate the health of children and families in California through the pursuit of lifelong healthy eating habits.

Values



We believe in promoting nutrition equity for optimal growth, health and well-being, which contributes to healthy communities.



We believe children and families deserve equitable access to nutrition education and healthy foods.



We believe milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems.



We believe collaboration is vital to ensure children are supported to grow healthfully.

- Stakeholders actively engage in collaborative actions for providing equitable access to milk and dairy foods.

- Stakeholders value milk and dairy foods as part of daily healthy eating patterns.

- Dairy Ag literacy builds awareness that milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems.

- Stakeholders commit to increasing food and nutrition literacy of children and families through nutrition education.

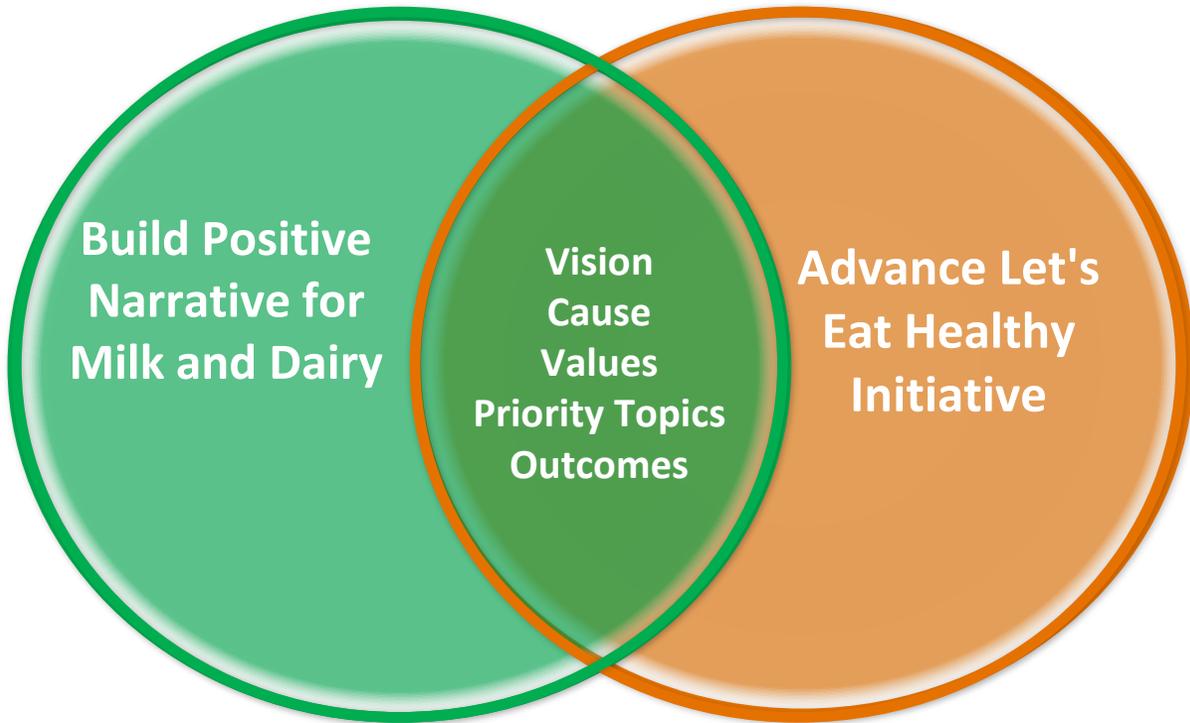


Our Priority Topic Areas

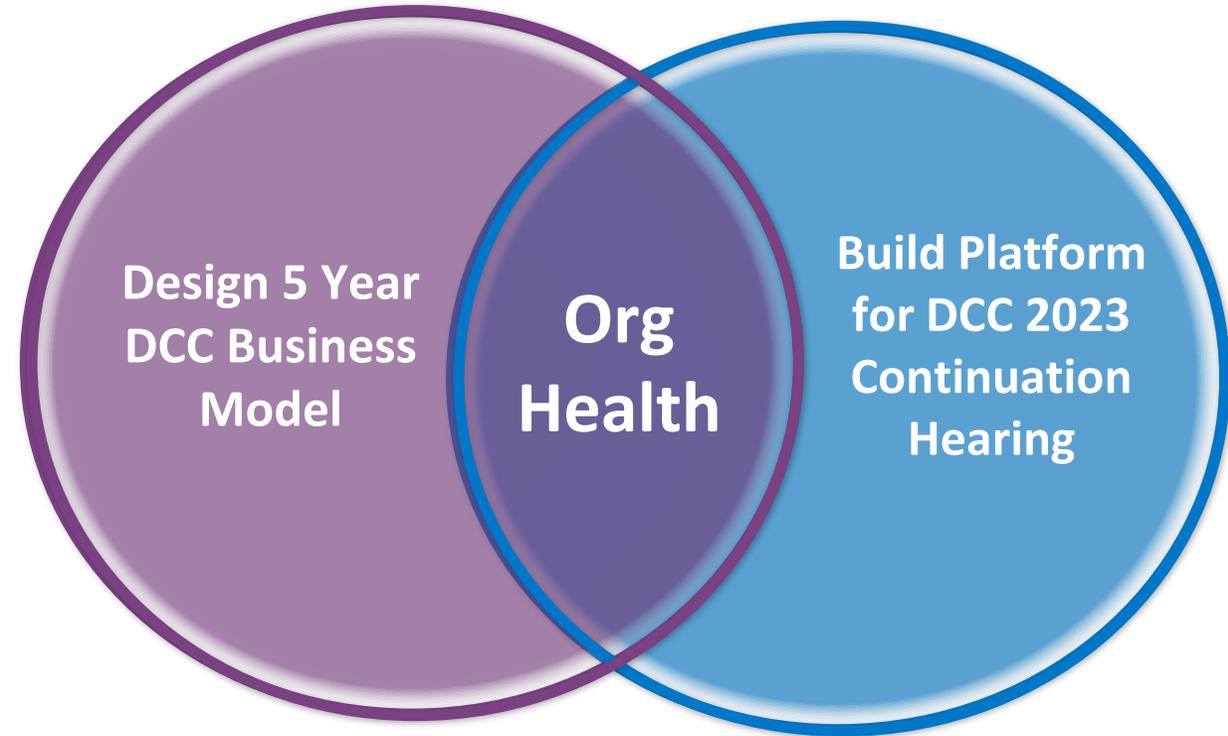
1. Prioritize the unique nutritional needs of children to support optimal growth, development, academic success and lifelong health, with a focus on the first 1000 days of life.
2. Position milk, yogurt and cheese as daily food choices in healthy, sustainable eating patterns across the lifespan. Emphasize the importance of overall diet quality and unique functional aspects of dairy foods.
3. Place nutrition security and education as part of solutions to address disparities that impact health outcomes for children and families.



Planning for Success



Organizational Health



Key Strategy Areas and Objectives

Build Positive Narrative for Milk and Dairy

Key Objectives:

- Build value for child nutrition programs that improve diet quality through healthy eating patterns that include dairy foods.
- Increase dairy ag literacy activities that educate on dairy's role in a sustainable food system.
- Equip stakeholders with science-based, consensus/credible and consistent nutrition information and resources to emphasize the role of milk and dairy foods as part of healthy, sustainable food systems.
- Activate advocates and LEH Champions to promote milk and dairy foods effectively.

Advance Let's Eat Healthy Initiative

Key Objectives:

- Build multi-sector partnerships that support equitable access to healthy food and nutrition education.
- Support Let's Eat Healthy collaborations through funding and convening.
- Amplify Let's Eat Healthy contributions and successes.
- Diversify and expand customer engagement.
- Equip customers with culturally informed, relevant educational resources to support the needs of diverse communities.

Build Platform for 2023 DCC Continuation Hearing

Key Objectives:

- Amplify DCC's Positioning Strategy throughout the CA dairy industry and to key stakeholders.
- Complete preparation for the 2023 DCC Continuation Hearing.

Design DCC 5 Year Business Model

Key Objectives:

- Build internal consensus for Business to Business and Business to Customer model.

Increasing Food and Nutrition Literacy

Let's Eat Healthy Spectrum of Engagement



Educational
Engagements



54%
Goal: 4.1M

2,235,356

Dairy Ag Literacy

Expanding Audiences



Farm Tour with University
Academics

Community Dairy Ag Events

Dairy Experiential Exhibit

DairyUp App



Mobile Dairy Classroom

Students educated: **135,314**

Exhibits



Estimated Impressions:
71,317



Supporting Milk + Dairy Advocacy

Partnerships



80

Committees



140

Policy + Guidelines

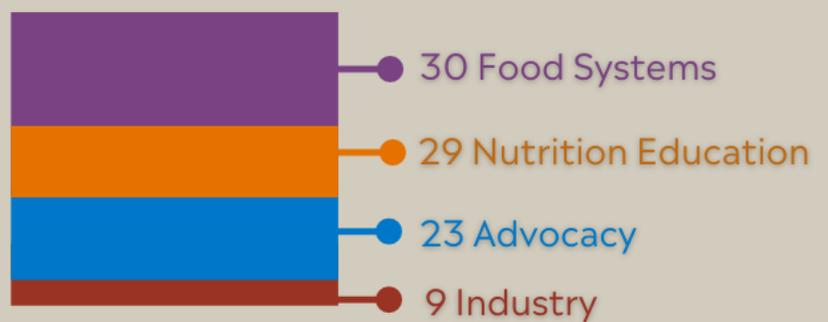


14



Advocacy

Technical Advising



91

Podiums



37



Dairy Council
of California®

Written Board Report - March 2023

Reporting Period: October 1, 2022 - January 31, 2023



In support of the 2022-2023 Dairy Council of California organizational success plan, the following accomplishments are reported for the time frame of October 1, 2022 - January 31, 2023.



Stakeholders commit to increasing food and nutrition literacy of children and families through nutrition education.

- Launched a 12-episode television broadcast series in partnership with Los Angeles Unified School District and PBS affiliate KLCS-TV. The series, Let's Eat Healthy Together, educates children and families about food, nutrition and agriculture with a potential broadcast audience of over 16 million throughout Southern California.



Let's Eat Healthy Together Broadcast Series

- Engaged with stakeholders through strategic partnerships and committees to further organizational priorities. Co-created presentations with educators, health professionals, public health champions and school foodservice professionals, who amplified messages to their audiences. Following are highlights of collaborative activities:
 - Dairy Council of California co-developed a proposal with University of California, Irvine School of Medicine and BOND of Color dietitians to create nutrition education resources. The proposal was accepted by the National Association of County and City Health Officials. The dual awards will support development of two sets of resources for Latino and Black families with children between 6 months and 2 years of age. This combined \$20,000 project award will positively position dairy at key life stages.
 - Let's Eat Healthy convened an external review panel to select the 2022-2023 Let's Eat Healthy Leadership Award winners. External reviewers included former awardees/champions, Dairy Council of CA staff and board member Dennis Roberts.
 - Research and content from National Dairy Council was leveraged to strengthen projects such as a school's situational analysis and also the development of nutrition and dairy resources for pregnancy and early childhood nutrition, demonstrating efficiency to maximize dairy industry dollars.
 - Dairy Council of CA partnered with Los Angeles Unified School District's Wellness Programs Department to host a celebration for the co-created Let's Eat Healthy Together television series with the class of 5th grade students who appeared in the series. Students unanimously gave the episode a "thumbs up" and shared what they learned, such as the importance of the food groups.



Food and Nutrition Literacy

- Fulfilled educational resource orders for 2,546 school and health care locations.
- Facilitated districtwide commitments with Elk Grove and Madera unified school districts to implement Let's Eat Healthy classroom curriculum to educate a combined 40,386 students.
- Worked with Ventura County CalFresh Healthy Living, which committed to use Dairy Council of CA resources for adult community nutrition education. From July 2022 to January 2023, these activities reached 580 participants through workshops and 240 participants through a gallery stroll.
- Co-presented with Ventura County CalFresh Healthy Living to the Oxnard Union High School District Wellness Committee on cultivating social and emotional learning through nutrition education, highlighting Let's Eat Healthy nutrition education programming throughout Ventura County.

Fulfilled educational resource orders for **2,546** school and health care locations.



Let's Eat Healthy Together television series celebration with Los Angeles Unified School District's Wellness Programs Department and the class of 5th grade students who appeared in the series.



Dairy ag literacy builds awareness that milk and dairy foods are essential to daily healthy eating patterns in sustainable food systems.

- Collaborated with National Dairy Council and the School Nutrition Association for a unique dairy farm to school learning experience as a part of the School Nutrition Association's Industry Conference in San Diego. Attendees included 38 school nutrition leaders from across the country, including California representatives from Fresno and Oakland unified school districts.



California dairy farmer Frank Konyn presenting.

- California dairy farmer Frank Konyn engaged the group with a virtual tour of his farm, representing the California dairy community's passion and ongoing commitment to building healthy, sustainable food systems and nourishing children and families with school milk.
- Dairy Council of CA regional staff were on site to demonstrate the Mobile Dairy Classroom, dairy ag literacy and local farm to school partnerships in San Diego County.
- Attendees provided positive feedback on the experience and what they learned:

- “The amount of knowledge, experience and training involved with being a dairy farmer. was very impressed with the information provided by the dairy farmer.”



Attendees at a Mobile Dairy Classroom presentation.

- “All the ways farmers utilize all the different byproducts from the cows and for the cows.”
- “I really enjoyed listening to the farmer that works it every day!”



Highlighted—through California Milk Advisory Board—the partnership with Dairy Council of CA, American Dairy Products Institute and MilkPEP to support California milk processors with engaging milk carton side panel artwork to convey the health and nutritional benefits of milk. The graphic also included the Let's Eat Healthy logo and a QR code to learn more about the value of milk in healthy eating patterns for children and families on the HealthyEating.org website.

- Partnered with Alhambra Unified School District to train and empower 20 student leaders on the health benefits of milk and dairy foods. Dairy Council of CA staff and youth leads then collaborated to host a National Milk Day event, engaging 400 elementary students in dairy-themed activities. Staff awarded youth leaders with National Milk Day Ambassador certificates, recognizing youth advocates of milk and dairy foods. Participated in seven community agricultural days across the state, resulting in learning engagements with 3,700 children, families and community members and providing opportunities to learn about sustainably produced, nutritious milk and dairy foods.
- Received “agree” or strongly agree” from 96% of respondents to the Mobile Dairy Classroom survey, demonstrating that they have a greater understanding of the connection between agriculture and healthy eating.
- Provided dairy ag literacy engagement using educational exhibits in community settings for 38,500 children and families through a collaboration with California Dairies Inc. and California Milk Advisory Board as part of the ImagineU Children’s Museum.



Educational dairy exhibit at ImagineU Children’s Museum.

96%

of Mobile Dairy Classroom survey respondents agree or strongly agree that they have a greater understanding of the connection between agriculture and healthy eating



Access to Milk and Dairy Foods

Stakeholders actively engage in collaborative actions for providing equitable access to milk and dairy foods.

- Awarded \$20,000 in Let's Eat Healthy grants, giving four community partners \$5,000 each to build ambassadors and advance the Let's Eat Healthy initiative, which advances food access, nutrition security and nutrition education.
- Partnered with Fuel up to Play 60 in presenting \$40,000 in Hometown Grants from the California National Football League Clubs. Four districts received \$10,000 each to advance healthy eating and physical activity initiatives. Funds will be used to showcase new menu items rich in milk and dairy foods, engage students in recipe development and build a positive perception around school meals.
- Presented Be in the Know: 2022 Nutrition Trends at the California School Nutrition Association Annual Conference, educating 70 school foodservice professionals. The presentation focused on current research and trends in the school nutrition environment and built a positive narrative for milk and dairy foods by emphasizing their functional benefits. Although school foodservice director attendees confirmed they see an increase in plant-based meals in schools, they value dairy's nutritional contribution to school meals and student health.



Let's Eat Healthy Community Grant check to Evy Young, Director of Agriculture Programs at Centennial Farm, January 2023



Presenting 2022 Nutrition Trends at the California School Nutrition Association Annual Conference.



\$10,000 Fuel Up to Play 60 Hometown Grants from the California National Football League Clubs were awarded to advance healthy eating and physical activity initiatives. Districts depicted from left to right: Berryessa USD, Garden Grove USD and Culver City USD.



Stakeholders value milk and dairy foods as part of daily healthy eating patterns.

- Submitted public comments on the FDA's proposed definition of the term "healthy" for food labeling. Dairy Council of CA comments focused on the importance of considering the dairy food matrix when defining what is healthy and protecting milk and dairy foods' important role as a part of healthy eating patterns, providing key nutrients that contribute to nutrition security.
- Provided resources for dairy industry partners to educate and inform on the important role of flavored milk within school meal programs and to support nutrition security. Resources included a research summary on the value of school milk, as well as science-based messages supporting the health benefits of flavored milk as a part of healthy eating patterns.
- Advanced future dietetic leader knowledge and advocacy of dairy through university presentations:
 - Presented to California Polytechnic State University, San Luis Obispo nutrition students, providing an overview of Dairy Council of CA, the Let's Eat Healthy initiative, Trends and nutrition education resources. Feedback and engagement were positive, with 94% satisfied with the overall content and 63% seeing value in developing daily healthy eating plans that incorporate dairy. Comments included, "This presentation was very well organized and provided information I did not know!"
 - Debbie Fetter, a National Dairy Council NextGen Scientist cohort member, invited Dairy Council of CA staff to speak on a career panel for University of California, Davis nutrition students. The panelists also included a director at the California Department of Public Health and a University of California, Davis PhD candidate.
 - Dairy Council of CA presented to 48 university dietetic students from California State University, Fresno and California State University, Sacramento, educating future registered dietitian nutritionists on community nutrition and the importance of healthy eating patterns, which include milk and dairy foods. Based on survey results, 96% agreed or strongly agreed that there is value in developing daily healthy eating plans, which incorporate dairy.

"I love how milk is explained as a good product with lots of nutrients. The stigma of it being bad was totally explained and made me feel good about it."
-Dietetic Student



- Delivered professional development trainings to stakeholders through third-party experts through collaboration with Dairy Council of CA:

- Dr. Candice Taylor Lucas presented at the American Academy of Pediatrics National Conference to nearly 400 fellow pediatricians on the National Institutes of Health survey results. Achieving Nutrition Equity in the First 1,000 Days of Life: A California Needs Assessment drew audience interest on ways to tailor nutrition services to diverse populations and tips for healthy eating.



Dr. Candice Taylor Lucas presented at the American Academy of Pediatrics National Conference

- Dr. Karen Lindsay and medical student Helen Leka of University of California, Irvine co-presented with Dairy Council of CA staff on maternal stress and nutrition, health equity and nutrition security, as well as results of the First 1,000 Days Project. Addressing the Interplay of Stress and Nutrition on Early Child Development reached 45 Head Start Health Institute attendees.



Dr. Karen Lindsay and medical student Helen Leka of University of California Irvine co-presenting.

- Delivered professional development training to stakeholders. Over 93% of attendees surveyed (n=130) either agreed or strongly agreed that they gained knowledge as a result of content provided.

- Presented Advancing Nutrition Equity Through Collaboration was presented to California SNAP-Ed at the 2022 CalFresh Healthy Living Forum. The session discussed the implications of nutrition equity on childhood health outcomes and presented strategies to engage cross-sector collaboration through the Let's Eat Healthy initiative to advance nutrition intervention strategy outcomes through policy, systems and environment program deliverables of California SNAP-Ed funded agencies.
- Presented Yum! Delicious Ways to Maximize Snack-Time Nutrition at the 31st Annual Child and Adult Care Food Program Conference. The session highlighted the importance of milk and dairy foods in a young child's diet and easy snack ideas that meet Child and Adult Care Food Program dietary regulations while also maximizing nutrition with a serving of dairy. Dairy Council of CA food picture cards were highlighted as nutrition education activities for young children in child care settings across California.



- Trained medical doctors and staff to build basic nutrition knowledge and show how dairy can be incorporated into dietary patterns of culturally diverse diets. It was an extension from an exhibit at the American Academy of Pediatrics-Orange County meeting. Those surveyed strongly agree that there is value in developing daily healthy eating plans that incorporate dairy and value in educating others on the importance of healthy eating patterns, which include milk and dairy foods.
- Engaged with community and school leaders at the School Wellness Summit, hosted by the Santa Barbara County School Wellness Policy Council. Along with California Department of Education, staff led a question and answer session on local school wellness policy, engaging with 28 attendees and interacting with an additional 120 attendees through an exhibit elevating Dairy Council of CA programs, resources and services that support local school wellness policy activations.



School Wellness Summit, hosted by the Santa Barbara County School Wellness Policy Council



Design Five-Year Dairy Council of CA Business Model and Build the Platform for the 2023 Continuation Hearing

- Initiated design of the five-year Dairy Council of CA Business Model using the results from assessment projects. Projects included a School Situational Analysis, a CRM Solution and Customer Engagement, a Complementary Resource Analysis, an Internal Resource Review Analysis and a Regional Engagement Model.
- Included a learning and development goal as part of the Performance Management System, allowing managers to meet with their team to identify opportunities and establish developmental goals together. Diversity, equity, inclusion and access continued to be a focus for Dairy Council of CA by providing various learning opportunities that can be put into daily practice for staff.
- Secured locations for three regional industry events to engage with members of the California dairy community to gain information on their perspectives, introduce the Dairy Council of CA's new CEO, and share how the organization delivers success and maximizes impacts with their investment.



Dairy Council of California all staff conference, December 2022.



Amplifying Our Stories Through Media Activity

27 MEDIA OUTLETS

Fuel Up to Play 60 Hometown Grants presented in partnership with Dairy Council of CA and awarded to Garden Grove Unified, Hayward Unified and Berryessa .Union school districts.



- 6 x yahoo.com
- 4 x morningagclips.com
- 2 x perishablenews.com
- 2 x delectiousfoods.com
- 2 x dairybusiness.com
- ocregister.com
- agdaily.com
- bakersfield.com
- wfla.com
- fox5sandiego.com
- thecartnews.com
- theepochtimes.com

School Website Placements

- Garden Grove Unified School District
- Hayward Unified School District

Social Media - Facebook

- Garden Grove Unified School District
- The 49ers Foundation



Media placements beyond Fuel up to Play 60

3 ONLINE ARTICLES

morningagclips.com

- Journal of School Health publishes lessons learned by Dairy Council of California

hoards.com (scroll down)

- The White House takes action on nutrition

cheesemarketnews.com

- Collaboration is key to past, present and future success





10 PARTNER EMAIL CAMPAIGNS

Sharing Dairy Council of CA content in partner emails furthered our messaging on the following topics:

KLCS/Los Angeles Unified School District Let's Eat Healthy Together Video

- University of California, San Diego Center for Community Health
- California Local School Wellness Policy Collaborative

Let's Eat Healthy Leadership Award Nominations

- California Department of Food and Agriculture's Office of Farm to Fork
- healthyfoodsolorado.org
- California Local School Wellness Policy Collaborative
- County of San Diego Health and Human Services Agency
- Schools' Agriculture and Nutrition Fair



Journal of School Health Article – Collaborative Strategies to Improve Nutrition Security and Education: Lessons Learned During a Pandemic

- California Dairy Research Foundation
- National Library of Medicine

Farm to School Resource

- San Diego Unified School District

JOURNAL PUBLICATIONS

California School Nutrition Association – Poppy Seeds

- Fall 2022: Let's Eat Healthy Leadership Award honors food service professional
- Winter 2023: Dairy's unique, essential role in plant-based meals

PRINT

- Waterford News - Farm to school harvest festival



Cheese Market News®

U.S. spot butter price declines from \$3 level as buying slows

By Alyssa Mitchell

MADISON, Wis.—After a prolonged stretch of \$3-plus spot butter prices at the Chicago Mercantile Exchange (CME), butter dipped below \$3 per pound this week, plummeting 53 cents from Oct. 28-Nov. 2 before gaining back 16.25 cents to settle at \$2.7725 today.

Dairy market analysts say the drop isn't a total shock given U.S. butter's premium to global prices, international competition and waning seasonal demand.

"Seasonally, the market is getting ready to turn the corner from its major demand period to inventory building mode," says Phil Plourd, president of Ever.Ag Insights, Madison, Wisconsin. "Cream markets are starting to sag a little. That can always create a little downward pressure as we move into year-end. But it's more dramatic when the starting point is over \$3 per pound. We doubt anyone is excited to build stocks at that price point."

Mike McCully, owner of The McCully Group LLC, South Bend, Indiana, says the order period for butter is mostly complete as orders had been pulled forward by some buyers back in the summer.

"The calendar was going to run out on the butter market at some point, and we reached that point this week as holiday orders got completed," he says. "Butter manufacturers had no interest in building inventory at \$3-plus, so the market went into freefall as buyers pulled back."

McCully says he anticipates there will be some "fill-in buying on the way down, some in the low \$2.60s" for butter, but more declines are expected.

"My forecast has been for \$2.50 butter in December with prices eventually settling into a \$2.20-\$2.30 range in the first quarter of 2023," he says.

Plourd says the butter trade story is going to be a "big deal" in the months ahead.

"Given how expensive U.S. butter has been, we expect to see imports of

anhydrous milkfat accelerate while U.S. exports trend lower," he says. "That should translate to more domestic butter production in early 2023, opening the door to more robust stocks building. That's a reason to think prices won't be as high next year."

Sara Dorland, managing partner at Ceres Dairy Risk Management LLC, Seattle, says a strong U.S. dollar that continues to get stronger and the highest butter price in the world will work against U.S. exports and encourage imports. However, the recent price correction and drop in futures have helped

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Swiss Gruyere named Champion at 2022 World Cheese Awards

NEWPORT, South Wales — A Le Gruyère Surchoix entered by Swiss cheesemaker Vorderfulligen and affineur Gourmino won top honor at the World Cheese Awards, organized by the Guild of Fine Food and held earlier this week at the international Convention Center in Newport, Wales.

The champion cheese topped a record-breaking 4,434 entries in this year's World Cheese Awards and was described as a "Really perfect handcrafted cheese, smooth in your mouth and melting on your tongue" by Super Jury member Christian Zuercher from Mifroma. Runner-up went to a Gorgonzola Dolce DOP made by De' Magi from Italy.

One U.S. cheese, Greensward from Murray's Cheese, was among the top 16 cheeses to make the

final round of judging. Super Gold awards, given to just one cheese per judging table, were awarded to Greensward as well as Murray's Cheese's Hudson Flower, Rogue Creamery's Bluehorn Blue Cheese and The Farm at Doe Run's St. Malachi Reserve.

Several other U.S. cheesemakers earned gold, silver and bronze medals.

Beecher's Handmade Cheese won a silver for Flagship and bronze for Flagship Reserve, Apple Walnut Smoked and Promontory.

Belle Chevre won a gold medal for Chevoos Goat Cheese & Olive Oil - Herbs de Provence and a silver for Belle Chèvre Greek Kiss Fresh Chèvre.

Bongards' Creameries won a bronze for Processed American

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INSIDE

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16 California Milk Advisory Board announces inaugural Global Flavors Culinary Competition

Workshop offers insight into opportunities for dairy exports

By Rena Archwamety

SUN PRAIRIE, Wis. — Speakers from government and industry organizations and businesses that provide export services shared their insights on opportunities for Wisconsin dairy product exporters this week during a workshop held at the Hilton Garden Inn in Sun Prairie, Wisconsin.

The Wisconsin Cheese Makers Association (WCMA) hosted Thursday's hybrid event, which also was presented online and was funded in part by a grant from the Wisconsin Initiative for Agricultural Exports (WIAE). This funding also will support new export services through WCMA, including free, one-on-one export consultations for Wisconsin dairy processors beginning this month, and an online library of export resources and forms that will be available in February.

Leading off the discussion

was Megan Sheets, senior director of strategic development for the U.S. Dairy Export Council (USDEC), explaining how using real-time data and actionable insights can help exporters understand current demand and shape what dairy exports will look like in the future.

Combining custom research with other industry, government and syndicated data, as well as in-depth observations from subscriptions and USDEC's 10 international offices, "we are able to find those consistencies and what are the global trends driving dairy consumption," Sheets explained.

As U.S. suppliers have been exporting dairy products at record levels, Sheets noted that the market is experiencing a shift in overall demand dynamics, from supply-driven to demand-driven.

"We look at our competitors, not only on a regional basis, but

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MARKET INDICATORS

Chicago Mercantile Exchange Cash prices for the week ended November 4, 2022

	Monday Oct. 31	Tuesday Nov. 1	Wednesday Nov. 2	Thursday Nov. 3	Friday Nov. 4
Cheese Barrels					
Price	\$1.9425	\$1.9600	\$1.9700	\$1.9750	\$1.9750
Change	+1 3/4	+1 3/4	+1	+1/2	NC
Cheese 40-lb. Blocks					
Price	\$1.9600	\$1.9600	\$1.9775	\$2.0100	\$2.0100
Change	NC	NC	+1 3/4	+3 1/4	NC

Weekly average (Oct. 31-Nov. 4): Barrels: \$1.9645(-.0145); 40-lb. Blocks: \$1.9835(-.0200).

Weekly ave. one year ago (Nov. 1-5, 2021): Barrels: \$1.6005; 40-lb. Blocks: \$1.6365.

	Monday Oct. 31	Tuesday Nov. 1	Wednesday Nov. 2	Thursday Nov. 3	Friday Nov. 4
Grade A NDM					
Price	\$1.4250	\$1.3950	\$1.3700	\$1.3800	\$1.4000
Change	-1/2	-3	-2 1/2	+1	+2

Weekly average (Oct. 31-Nov. 4): Grade A: \$1.3940(-.0280).

	Monday Oct. 31	Tuesday Nov. 1	Wednesday Nov. 2	Thursday Nov. 3	Friday Nov. 4
Grade AA Butter					
Price	\$2.9450	\$2.7000	\$2.6100	\$2.6675	\$2.7725
Change	-19 1/2	-24 1/2	-9	+5 3/4	+10 1/2

Weekly average (Oct. 31-Nov. 4): Grade AA: \$2.7390(-.4165).

	Monday Oct. 31	Tuesday Nov. 1	Wednesday Nov. 2	Thursday Nov. 3	Friday Nov. 4
Extra Grade Whey					
Price	\$0.4400	\$0.4400	\$0.4525	\$0.4525	\$0.4675
Change	+1	NC	+1 1/4	NC	+1 1/2

Weekly average (Oct. 31-Nov. 4): Extra Grade: \$0.4505(+.0165).

Class II Cream (Major Northeast Cities): \$4.2599(-.0513)—\$4.4493(-.0535).

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Weekly Cold Storage Holdings Oct. 31, 2022

	On hand Monday	Week Change	Change since Oct. 1 Pounds	Percent	Last Year Pounds	Change
Butter	43,097	-187	+62	+0	48,906	-5,809
Cheese	81,609	+623	+4,191	+5	83,293	-1,684

(These data, which include government stocks and are reported in thousands of pounds, are based on reports from a limited sample of cold storage centers across the country. This chart is designed to help the dairy industry see the trends in cold storage between the release of the National Agricultural Statistics Service's monthly cold storage reports.)

CLASS III PRICE

(Dollars per hundredweight, 3.5% butterfat test)

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2016	13.72	13.80	13.74	13.63	12.76	13.22	15.24	16.91	16.39	14.82	16.76	17.40
2017	16.77	16.88	15.81	15.22	15.57	16.44	15.45	16.57	16.36	16.69	16.88	15.44
2018	14.00	13.40	14.22	14.47	15.18	15.21	14.10	14.95	16.09	15.53	14.44	13.78
2019	13.96	13.89	15.04	15.96	16.38	16.27	17.55	17.60	18.31	18.72	20.45	19.37
2020	17.05	17.00	16.25	13.07	12.14	21.04	24.54	19.77	16.43	21.61	23.34	15.72
2021	16.04	15.75	16.15	17.67	18.96	17.21	16.49	15.95	16.53	17.83	18.03	18.36
2022	20.38	20.91	22.45	24.42	25.21	24.33	22.52	20.10	19.82	21.81		

CHEESE FUTURES* for the week ending Nov. 3, 2022

(Listings for each day by month, settling price and open interest)

	Fri., Oct. 28	Mon., Oct. 31	Tues., Nov. 1	Wed., Nov. 2	Thurs., Nov. 3
OCT 22	2.158 3,291	2.158 3,291	2.157 3,301	2.156 3,970	-----
NOV 22	2.016 3,427	2.042 3,418	2.055 3,331	2.070 3,340	2.085 3,333
DEC 22	1.890 3,589	1.914 3,595	1.922 3,652	1.923 3,642	1.995 3,599
JAN 23	1.911 1,624	1.903 1,646	1.913 1,649	1.925 1,687	1.960 1,700
FEB 23	1.948 1,279	1.940 1,284	1.947 1,284	1.950 1,293	1.977 1,293
MAR23	1.968 1,316	1.968 1,325	1.979 1,325	1.975 1,346	2.000 904
APR 23	1.984 847	1.984 852	1.989 857	1.975 885	2.000 857
MAY23	1.988 800	1.988 806	1.990 809	1.981 840	2.001 956
JUN 23	1.993 912	1.991 917	1.993 922	1.988 940	2.007 725
JUL 23	2.001 684	1.998 712	1.993 712	1.993 725	2.009 536
Total Contracts Traded/ Open Interest	283/18,951	289/19,072	353/19,083	530/19,985	262/16,030

CHEESE BLOCK FUTURES*

	Fri., Oct. 28	Mon., Oct. 31	Tues., Nov. 1	Wed., Nov. 2	Thurs., Nov. 3
OCT 22	2.045 167	2.045 167	2.045 167	2.045 252	-----
NOV 22	2.015 207	2.020 207	2.040 207	2.040 207	2.050 207
DEC 22	1.900 150	1.900 153	1.920 153	1.920 153	2.000 154
JAN 23	1.912 72	1.912 79	1.912 79	1.912 89	1.930 89
FEB 23	1.953 62	1.953 62	1.953 62	1.953 73	1.973 73
MAR23	1.966 53	1.966 53	1.966 53	1.966 53	1.990 53
APR 23	2.007 33	2.002 33	2.002 33	1.997 33	1.997 33
MAY23	2.014 33	2.009 33	2.009 33	1.999 33	2.002 33
JUN 23	2.009 24	2.009 24	2.007 24	2.007 24	2.013 24
Total Contracts Traded/ Open Interest	19/813	21/823	0/823	21/929	1/678

Daily market prices are available by visiting CME's online statistics sites at <http://www.cmegroup.com>.

*Total Contracts Traded/Open Interest reflect additional months not included in this chart.

DRY WHEY FUTURES* for the week ended Nov. 3, 2022

(Listings for each day by month, settling price and open interest)

	Fri., Oct. 28	Mon., Oct. 31	Tues., Nov. 1	Wed., Nov. 2	Thurs., Nov. 3
OCT 22	47.900 659	47.900 659	47.900 659	48.750 701	-----
NOV 22	47.000 601	46.425 599	47.350 595	47.300 595	47.500 595
DEC 22	44.500 580	44.500 580	46.225 581	46.225 622	47.250 619
JAN 23	43.850 328	44.200 329	43.950 336	43.550 338	45.500 337
FEB 23	45.475 261	45.475 261	44.750 266	43.525 266	45.000 266
MAR23	45.500 364	45.500 365	44.975 370	44.900 370	45.500 373
APR 23	46.975 87	46.975 88	46.975 88	45.000 92	45.000 92
MAY 23	47.000 18	47.000 18	47.000 18	47.000 18	47.000 29
Total Contracts Traded/ Open Interest	21/2,938	16/2,940	27/2,954	11/3,041	31/2,351

Daily market prices are available by visiting CME's online statistics sites at <http://www.cmegroup.com>.

*Total Contracts Traded/Open Interest reflect additional months not included in this chart.

Dry Products*

November 4, 2022

NONFAT DRY MILK

Central & East:

low/medium heat \$1.3900(-8)-\$1.5200(-3);
mostly \$1.4500(-4)-\$1.4700(-5).

high heat \$1.6000(-2 1/4)-\$1.6575(-3 3/4).

West:

low/medium heat \$1.3725(-2 3/4)-\$1.6175(+3/4);

mostly \$1.4200(-3)-\$1.5225(-3/4).

high heat \$1.5125(-3 3/4)-\$1.6575(-4).

WHOLE MILK POWDER (National):

\$2.3500-\$2.5500.

EDIBLE LACTOSE

(FOB) Central and West: \$3.900-\$6.000; mostly \$4.500-\$5.200.

WHEY POWDER

Central:

nonhygroscopic \$4.200(+1)-\$4.600;

mostly \$4.300-\$4.500.

West:

nonhygroscopic \$3.850(-1/2)-\$5.475(-1/4);

mostly \$4.350(-1 1/2)-\$5.375(-1/4).

(FOB) Northeast:

extra grade/grade A \$4.150-\$5.200(+1/2).

ANIMAL FEED WHEY (Central): Whey spray milk replacer \$3.000-\$3.500.

WHEY PROTEIN CONCENTRATE (34 percent): \$1.5000-\$2.0500;
mostly \$1.7200(+1)-\$1.9100.

DRY BUTTERMILK

(FOB) Central & East: \$1.4800(-2)-\$1.6500(-3 3/4).

(FOB) West: \$1.4300(-3)-\$1.7700(-3); mostly \$1.6100(-2)-\$1.7200(-3).

CASEIN: Rennet \$5.7400-\$6.5200; Acid \$6.5000-\$6.9000.

*Source: USDA's Dairy Market News

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NEWS / BUSINESS

BelGioioso receives kosher certification

GREEN BAY, Wis. — BelGioioso Cheese recently announced it has received the kosher certification by The Orthodox Union (OU), the largest and most recognized kosher certification agency.

The Freedom plant in Appleton, Wisconsin, and the New Denmark plant in Denmark, Wisconsin, worked with the rabbinic agency to verify that the production facilities, all ingredients, tools and equipment adhere to all kosher law requirements.

These two plants join two other certified facilities in New York state where BelGioioso manufactures fresh cheeses under both the BelGioioso and Polly-O brands.

Current kosher certified offerings include staple core cheeses such as

fresh Mozzarella, Burrata and Ricotta. Some snacking cheeses, including Polly-O String cheese, also are kosher certified. Consumers can expect to start finding the OU kosher symbol on certified products over time as the new packaging rolls out, the company says.

“With a total of four kosher-certified plants, BelGioioso is now positioned to provide a wide offering of kosher-certified cheeses to all those consumers who choose them for personal preference. While the certification assures consumers that the kosher requirements are met, BelGioioso’s high production and quality standards are consistent across manufacturing facilities and all cheese varieties,” says Gaetano Auricchio, executive vice president of BelGioioso Cheese. CMN

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Class & Component Prices		
	October 2022	September 2022
Class III:		
Price	\$ 21.81/cwt.	\$ 19.82/cwt.
Skim Price	\$ 9.34/cwt.	\$ 7.61/cwt.
Class IV:		
Price	\$ 24.96/cwt.	\$ 24.63/cwt.
Skim Price	\$ 12.60/cwt.	\$ 12.59/cwt.
Class II:		
Price	\$ 25.73/cwt.	\$ 26.51/cwt.
Butterfat Price	\$ 3.6637/lb.	\$ 3.5723/lb.
Component Prices:		
Butterfat Price	\$ 3.6567/lb.	\$ 3.5653/lb.
Nonfat Solids Price	\$ 1.4000/lb.	\$ 1.3984/lb.
Protein Price	\$ 2.4512/lb.	\$ 1.8847/lb.
Other Solids Price	\$ 0.2952/lb.	\$ 0.2998/lb.
Somatic Cell Adjustment Rate	\$ 0.00108/1,000 scc	\$ 0.00098/1,000 scc
Product Price Averages:		
Butter	\$ 3.1911/lb.	\$ 3.1156/lb.
Nonfat Dry Milk	\$ 1.5819/lb.	\$ 1.5803/lb.
Cheese	\$ 2.1560/lb.	\$ 1.9503/lb.
40-lb. Blocks	\$ 2.0453/lb.	\$ 1.8835/lb.
500-lb. Barrels	\$ 2.2210/lb.	\$ 1.9830/lb.
Dry Whey	\$ 0.4857/lb.	\$ 0.4902/lb.

CME FUTURES for the week ended Nov. 3, 2022										
Class III Milk*										
	Fri., Oct. 28		Mon., Oct. 31		Tues., Nov. 1		Wed., Nov. 2		Thurs., Nov. 3	
OCT 22	21.83	4,526	21.81	4,525	21.82	4,533	21.81	5,600	-----	-----
NOV 22	20.21	5,123	20.47	5,146	20.59	5,009	20.68	4,971	20.87	4,894
DEC 22	18.81	5,335	19.00	5,463	19.10	5,483	19.06	5,546	19.87	5,416
JAN 23	18.90	2,560	18.81	2,615	18.82	2,741	18.90	2,775	19.45	2,789
FEB 23	19.22	2,011	19.26	2,029	19.20	2,031	19.27	2,014	19.69	2,029
MAR 23	19.55	1,829	19.47	1,825	19.43	1,853	19.50	1,857	19.86	1,880
APR 23	19.62	1,267	19.65	1,280	19.55	1,284	19.51	1,306	19.80	1,338
MAY 23	19.65	1,284	19.65	1,287	19.61	1,289	19.56	1,284	19.89	1,285
JUN 23	19.74	1,096	19.73	1,108	19.64	1,110	19.70	1,107	19.96	1,131
JUL 23	19.78	643	19.68	644	19.63	651	19.63	678	19.94	688
AUG 23	19.78	503	19.75	503	19.65	507	19.61	536	19.96	551
Total Contracts Traded/										
Open Interest	800/27,637		958/27,885		1,066/27,957		1,191/29,199		1,103/23,546	

Class IV Milk*										
	Fri., Oct. 28		Mon., Oct. 31		Tues., Nov. 1		Wed., Nov. 2		Thurs., Nov. 3	
OCT 22	24.97	2,101	24.97	2,101	24.98	2,101	24.96	2,291	-----	-----
NOV 22	23.65	2,079	23.30	2,079	23.30	2,108	22.35	2,102	22.30	2,104
DEC 22	21.25	2,051	21.18	2,056	20.33	2,096	20.37	2,213	20.82	2,218
JAN 23	20.55	1,350	20.34	1,350	19.78	1,346	19.71	1,346	19.95	1,346
FEB 23	20.40	1,172	20.27	1,191	19.81	1,191	19.78	1,191	19.90	1,191
MAR 23	20.55	1,136	20.32	1,136	19.89	1,136	19.81	1,136	19.93	1,136
APR 23	20.60	834	20.49	834	20.02	840	19.94	858	20.03	858
MAY 23	20.60	715	20.55	715	20.10	727	20.01	723	20.09	723
JUN 23	20.69	689	20.61	689	20.19	697	20.19	697	20.27	697
JUL 23	20.65	291	20.63	291	20.22	293	20.10	296	20.18	296
AUG 23	20.77	293	20.65	293	20.35	293	20.15	296	20.21	296
Total Contracts Traded/										
Open Interest	17/13,297		26/13,321		150/13,414		216/13,744		12/11,458	

Cash-Settled NDM*										
	Fri., Oct. 28		Mon., Oct. 31		Tues., Nov. 1		Wed., Nov. 2		Thurs., Nov. 3	
OCT 22	158.475	1,354	157.825	1,352	157.825	1,351	158.190	1,789	-----	-----
NOV 22	151.500	1,388	151.500	1,388	150.300	1,444	150.300	1,454	152.000	1,455
DEC 22	144.000	1,477	143.250	1,480	142.000	1,477	142.000	1,488	145.500	1,491
JAN 23	140.225	1,079	139.650	1,113	137.000	1,162	135.250	1,148	138.500	1,147
FEB 23	140.300	791	139.700	850	136.500	912	134.950	974	137.225	984
MAR 23	141.175	700	140.025	705	137.000	757	136.000	768	137.550	764
APR 23	142.250	573	140.850	573	138.300	598	137.000	598	137.900	598
MAY 23	143.000	611	141.500	612	139.125	632	138.000	607	138.875	602
JUN 23	144.475	562	141.800	563	140.025	582	139.000	583	139.575	583
JUL 23	145.000	456	142.850	456	141.000	464	140.000	471	140.000	471
Total Contracts Traded/										
Open Interest	140/9,682		243/9,783		741/10,185		361/10,702		151/8,917	

Cash-Settled Butter*										
	Fri., Oct. 28		Mon., Oct. 31		Tues., Nov. 1		Wed., Nov. 2		Thurs., Nov. 3	
OCT 22	321.025	1,844	321.050	1,844	321.075	1,844	319.110	2,310	-----	-----
NOV 22	301.500	1,723	294.000	1,717	279.000	1,719	270.000	1,728	273.500	1,717
DEC 22	262.000	1,614	255.000	1,642	243.250	1,569	244.500	1,630	249.750	1,616
JAN 23	251.000	857	245.000	950	238.500	967	237.000	971	241.025	981
FEB 23	250.000	812	245.000	866	240.000	896	240.000	900	243.000	905
MAR 23	249.950	746	246.225	787	241.000	814	241.000	817	244.000	830
APR 23	249.500	446	247.500	510	243.500	516	243.500	519	244.025	526
MAY 23	250.000	460	249.925	521	245.000	530	242.500	529	245.250	538
JUN 23	248.500	430	248.500	488	243.000	493	242.000	493	245.500	499
JUL 23	247.500	106	247.500	132	245.000	132	245.000	132	245.000	132
AUG 23	247.025	100	247.025	125	245.000	125	245.000	125	245.000	125
SEP 23	246.275	87	246.275	111	246.275	111	246.275	111	246.275	109
Total Contracts Traded/										
Open Interest	147/9,269		736/9,806		450/9,829		245/10,378		172/8,093	

Daily market prices are available by visiting CME's online statistics sites at <http://www.cmegroup.com>.
*Total Contracts Traded/Open Interest reflect additional months not included in this chart.

National Dairy Products Sales Report

For the week ended:	10/29/22	10/22/22	10/15/22	10/8/22
Cheese 40-lb. Blocks:				
Average price ¹	\$2.0693	\$2.0515	\$2.0306	\$2.0301
Sales volume ²	12,089,798	11,672,782	11,798,673	12,292,865
Cheese 500-lb. Barrels:				
Average price ¹	\$2.3197	\$2.3383	\$2.3500	\$2.3020
Adj. price to 38% moisture	\$2.2165	\$2.2336	\$2.2415	\$2.1922
Sales volume ²	15,003,428	13,621,607	13,739,953	13,446,133
Moisture content	35.11	35.09	35.00	34.90
Butter:				
Average price ¹	\$3.1407	*\$3.2435	*\$3.2311	\$3.1910
Sales volume ²	4,748,813	*2,185,268	3,145,748	3,680,632
Nonfat Dry Milk:				
Average price ¹	\$1.5729	*\$1.5903	*\$1.5875	\$1.5801
Sales volume ²	19,225,319	*14,081,930	*15,119,922	17,385,763
Dry Whey:				
Average price ¹	\$0.4800	*\$0.4884	\$0.4848	\$0.4895
Sales volume ²	4,499,974	*5,348,398	5,165,173	4,330,141

¹Revised. ²Prices weighted by volumes reported. ³Sales as reported by participating manufacturers. Reported in pounds.

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WCMA UPDATE



Perspective: WCMA

John Umhoefer is executive director of the Wisconsin Cheese Makers Association. He contributes this column monthly for *Cheese Market News*®.

Consensus on key issues can get federal order reform party started

Momentum is building for a national hearing to address reforms for federal milk marketing orders, the dairy industry equivalent to a birthday party for great-grandpa.

Despite the advanced age of dairy's federally legislated milk pricing and pooling system, a hearing is imperative to the future health of the dairy industry.

This week, Wisconsin Cheese Makers Association (WCMA) released concepts for milk pricing reforms, and support for related programs and USDA services, after months of deliberation by an ad hoc federal order reform committee.

It is gratifying to see that WCMA's highest priority, updates for product make allowances embedded in federal order pricing formulas, is a priority also touted by National Milk Producers Federation (NMPF). In fact, three of the six reform issues released by NMPF Oct. 25 match issues highlighted by WCMA.

WCMA's pricing reform issues include:

1. Adoption of dynamic make allowances for milk price formulas which incorporate regular cost of

processing audits and current-cost price adjusters: WCMA recommends mandatory USDA staff audits at dairy plants at regular intervals to determine costs to produce dairy products surveyed in the National Dairy Products Sales Report. Audit data gathered from a diverse array of dairy manufacturers can assure formulas do not disadvantage one group of processors versus another group. Informal rulemaking could update make allowances on a regular basis, based on data USDA derives from dairy plant audits.

WCMA believes USDA audits should be supplemented by make allowance price adjusters — publicly available data series vetted in pre-hearing information sessions, ratified in formal rulemaking and tracked at regular intervals by USDA. Price adjusters would automatically adjust make allowance values.

2. USDA collaboration with industry to address the volatility between block Cheddar and barrel cheese prices used to value protein in Class III milk: The inconsistent difference in these prices creates a cheese milk price that consistently punishes manufacturers who face the

lower of these two price series. These two formats of cheese production — block and barrel — represent distinct businesses, including differences in production assets, different end uses and distinct groups of buyers. WCMA recommends that industry and USDA examine alternatives to the current marketplace value for protein in the Class III milk price in pre-hearing meetings and discussions.

3. USDA collaboration with the dairy industry to develop a new value for other solids in the Class III milk price formula: The current value uses the price of dry whey, a product produced only at a small percentage of dairy manufacturing sites in the U.S. Medium and small cheese manufacturers cannot invest in capital-intensive whey processing facilities to produce dry whey, and large processors who meet consumer demand for concentrated whey protein products also do not generate the value of dry whey found in the Class III milk price formula. High dry whey prices impose crippling milk price costs on these manufacturers, large and small, leading to business instability and the potential for reduced competition for dairy farmers' milk. WCMA recommends that industry and USDA examine alternatives to the current value for other solids in the Class III milk price in pre-hearing meetings and discussions.

WCMA's federal order reform committee, with endorsement by our board of directors, also affirmed the need to maintain depooling and repooling provisions found in individual orders.

In a government-legislated milk pricing system with mandated minimum prices, the decision to participate or not participate in the milk pool is the only free-market tool dairy processors have to avoid financial losses. It is the "safety valve" on an inflexible system. Without this link to the free market, the federal milk

marketing order system would face the potential for annual disassociation of milk purchased by dairy processors. Provisions allowing processors to reduce pool participation, then regain pool access, are necessary to maintain a robust community of milk buyers.

The Dairy Forward Pricing Program is a key component of the current farm bill and sunsets on Sept. 30, 2023. WCMA strongly supports continuation of this key risk management tool for producers and processors in the next (2023) farm bill. Permanent authorization of milk price contracting would be the best way to reincorporate the Dairy Forward Pricing Program, but a new five-year commitment in the upcoming farm bill is an acceptable second choice.

Finally, also for consideration in the upcoming farm bill, WCMA calls for additional staffing and funding for USDA's Agricultural Marketing Service. Additional expert staff can improve the scope of and industry participation in the National Dairy Products Sales Report, as well as execute mandatory dairy plant cost-of-production audits on a routine (ongoing) basis and analyze results to update make allowances. Additional staff can also study forward-looking concepts for milk classification, pooling and pricing.

It's encouraging to see dairy organizations gather issues for a national federal order hearing. With a unified set of issues identified, USDA can announce topics for consideration and move forward. Detailed positions on each issue are a matter for hearing testimony, not pre-hearing hand-wringing. Reforms for issues such as 15-year-old make allowances can't wait, and great-grandpa isn't getting any younger. **CMN**

The views expressed by CMN's guest columnists are their own opinions and do not necessarily reflect those of Cheese Market News®.

NEWS/BUSINESS

WCMA applauds Wisconsin's allocation of \$10 million in new food security funding

MADISON, Wis. — Wisconsin Gov. Tony Evers and the Department of Agriculture, Trade and Consumer Protection (DATCP) recently announced an additional investment of \$10 million, funded through the American Rescue Plan Act, in the state's two largest hunger relief organizations.

Feeding Wisconsin and Hunger Task Force each will receive up to \$5 million for food expenses incurred by the close of June 2023. Food purchased through this program will support residents experiencing food insecurity in Wisconsin. Since May 2020, Evers has allocated a total of \$65 million to help food security networks adapt to

challenges presented by COVID-19, purchase Wisconsin food products and invest in food security infrastructure.

"The Food Security Initiative is such an important win-win program — we are grateful to see it extended," says Feeding Wisconsin Executive Director Stephanie Jung Dorfman. "We look forward to working in partnership with the governor's office, DATCP and Wisconsin producers to continue our efforts to source nutritious food products to support Wisconsinites across the state."

The Wisconsin Cheese Makers Association (WCMA) also applauded Evers' allocation of federal funding to

"Dairy processors are committed to their essential mission of feeding the world, including our neighbors in need."

John Umhoefer
WISCONSIN CHEESE
MAKERS ASSOCIATION

the state's Food Security Initiative, which supports hunger relief efforts

through the purchase of Wisconsin-made products, including milk, cheese, yogurt and butter.

"Dairy processors are committed to their essential mission of feeding the world, including our neighbors in need," says WCMA Executive Director John Umhoefer. "We thank Gov. Evers for again investing in this program, which has built valuable connections between hunger relief organizations and the dairy processing community to address ongoing food insecurity. Dairy processors are ready and eager to continue their partnership with Hunger Task Force and Feeding Wisconsin." **CMN**

NEWS / BUSINESS

Select Milk subsidiary MHF Group Holdings acquires Agropur Ingredients-Custom Solutions

DALLAS — MHF Group Holdings, a subsidiary of Dallas-based Select Milk Producers Inc. and owner of the Mill Haven Foods family of companies, recently announced it has signed a purchase agreement with Agropur to acquire Agropur Ingredients-Custom Solutions, La Crosse, Wisconsin, a leader in high-quality functional food ingredients as well as blended and packaged protein powders.

For more than 20 years, Agropur Ingredients-Custom Solutions has distinguished itself as a trusted solutions provider to end markets. Agropur Ingredients-Custom Solutions offers branded ingredients such as anti-caking agents and dough conditioners, contract manufacturing for retail and blended products, and more than 3,000 unique SKUs to customers around the globe.

“This decision is beneficial for our cooperative as it will allow us to focus on what we do best in the United States, which is manufacturing high-quality cheese and dairy ingredients from cheese byproducts,” Agropur said in a statement provided to *Cheese Market News*.

“It is important to mention that this decision will not result in the loss of any jobs and that operations at the La Crosse plant will continue as planned,” Agropur says. “Over the next few weeks, our team will be working closely with MHF Group Holdings to ensure that this transition is as smooth as possible for employees, customers and suppliers alike.”

Earlier this year, Select Milk Producers completed an acquisition of Mill Haven Foods, a leader in custom blending and packaging of dry food ingredients. These acquisitions have diversified the co-op’s product portfolio,

expanded its ingredient processing capacity and extended its geographic reach, officials say.

The acquisition of Agropur Ingredients-Custom Solutions, combined with the complementary blending and packaging capacities of Mill Haven Foods, will enable Select Milk to broaden and increase the blended ingredient solutions it offers to its growing list of customers, enhancing its portfolio in the United States and internationally, says Brian Slater, CEO of Mill Haven Foods.

“As the newest member of Select Milk, Mill Haven is excited to welcome the Agropur Ingredients-Custom

Solutions team to our co-op family,” Slater says. “Select remains committed to expand our footprint in dairy ingredients, proteins and plant-based proteins to meet the changing demands of our customers and consumers. Our cooperative model equips us to meet global challenges. The acquisitions of Mill Haven and Agropur Ingredients-Custom Solutions are part of a solid growth strategy aimed at ensuring Select Milk’s future and will contribute favorably to the organization’s strategic plan objectives.”

Mike Homewood, vice president of custom solutions for Agropur Ingredients-Custom Solutions, adds

the acquisition is well-aligned with the company’s long-term strategic plans.

“Select Milk is a tremendous organization with strong cultural and business ideations that marry well with those of Agropur Ingredients-Custom Solutions’ cooperative roots,” Homewood says. “Our focus has been and will always be meeting the needs of our customers and being strategic in our investments toward complementary growth areas. We are excited about this transaction with Select and our future opportunities with Mill Haven to market our unique branded ingredients, SKUs and blending capabilities to a wider customer base.” *CMN*

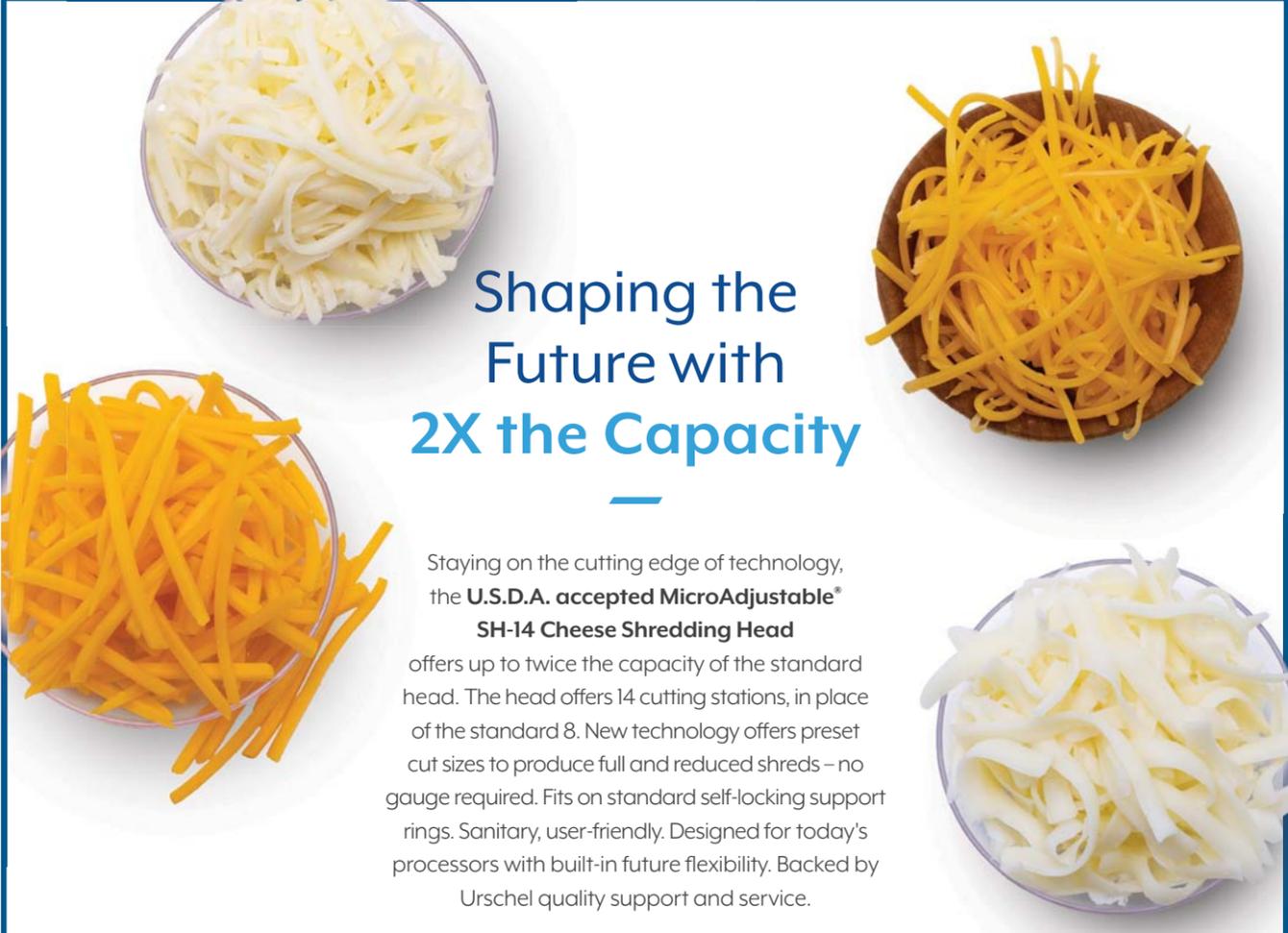
RLS celebrates opening of cold storage facility

STURBRIDGE, Mass. — RLS Logistics, a provider of cold-chain solutions, held an open house Oct. 20 to celebrate the completion of its newest full-service refrigerated warehouse operation.

The event was attended by local and national dignitaries as well as the public and featured tours of the facility and the opportunity to observe mobile racking in action.

The 83,000-square-foot, temperature-controlled facility holds 18,000 pallet positions with the support of the mobile racking system. This allows the facility to hold 40%-45% more pallet positions than standard double-deep racking.

The facility also uses an environmentally friendly refrigeration system that consumes less electricity than traditional ammonia-based systems, which reinforces the company’s sustainability initiatives. *CMN*



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Women in Leadership



Their voices, ideas and vision for the future of cheese and dairy.

Tammy Anderson-Wise is CEO of Dairy Council of California, Sacramento, California

In an industry with continuous innovation, what inspires you to think creatively and foster creativity among your employees?

Dairy Council of California has been dedicated to elevating health for 103 years. The world has changed quite a bit during that time — and we continue to evolve with it. This means always keeping an eye on what's next, embracing an innovative mindset and never being satisfied with the status quo. One of the strategic ways we do this is with our Trends intelligence process that monitors the environment for shifts that could impact the dairy industry, schools and communities. It was through this process that we identified a move toward digital learning nearly two decades ago and were able to embrace technology early on to evolve our nutrition education programming.

And while our Trends process provides structure to inspire, innovation happens all the time. During the COVID-19 pandemic, our team's innovation engine went into high gear, rapidly adapting to the changes in the education and school environment. As school buildings closed, Dairy Council of California moved quickly to support efforts aimed at increasing access to healthy foods at a time when many students who relied on school meals were attending class virtually. We also adapted our Mobile Dairy Classroom ag literacy educational assembly to provide virtual farm tours, which gave the program global reach.

All that said, at the end of the day, innovation relies on the creative thinking of our people. To foster that, we support the strengths and passions of each individual. We also rely on collaboration with great minds outside of the organization to push our thinking and help make us better.

What is a key industry insight you'd share with yourself 10 years ago if you could?

I would tell myself — and the industry — to get involved in sustainability discussions early on. It used to be that when people heard the word “sustainability” they would think exclusively

about environmental sustainability. Today, we know that sustainability means so much more. Dairy Council of California advocates for a broader view of sustainability that moves beyond protecting planetary health. Broadening the lens of sustainability to include human, social, economic and environmental factors creates an opportunity for the dairy community to highlight the value of dairy foods as part of healthy and sustainable daily eating patterns. While many health experts, advocates, policymakers and consumers are now moving in the direction of sustainable nutrition, if I could rewind the clock, I would say to get involved in sustainability discussions as soon as possible and make sure dairy nutrition is central to the conversation.

Is there a particular service or initiative you were involved with launching at Dairy Council of California that you're particularly proud of?

The dairy community is incredible. It produces milk and dairy foods that are critical to raising healthy children and fostering healthy communities, and it does so by using cutting-edge technologies and with high commitments to animal welfare and environmental stewardship. Because of this, one of the things I am most proud of is launching our advocacy program, which helps the industry better share the story of milk and dairy foods. The program started as a hard copy pocket guide for farmers and processors to carry around with them to remind them of key messages and ideas for how to talk about dairy foods. It later grew to include a mobile app called Dairy Up and a series of trainings designed to equip dairymen and women with tools to better engage with stakeholders. The dairy community has so many positive stories to tell, and through our advocacy program we have more people talking about the positive benefits of dairy foods. Today, advocacy efforts are combined with our nutrition education resources, partnerships and more for greater collective action and sustained impact.

What leadership style do you feel has garnered a positive response throughout your career?

My personal purpose statement has always been to serve rather than be served. Early on in my career at Dairy

Council of California, I was visiting an elementary school cafeteria. I watched as a young boy took a carton of school milk and hid it in his jacket. My heart ached for this student. The school foodservice professional with me that day told me the milk hidden in the boy's jacket might be all he had to eat for the rest of the day. This was hunger and nutrition insecurity right in front of me, and I was compelled to act. I knew then that I would dedicate my career to serving children and families on behalf of the dairy industry. This has translated into a servant leadership style that I have embraced in support of our cause, the dairy community and its partners, and the Dairy Council of California team. A big part of my job is serving as a steward of industry dollars entrusted to us, and it's an honor I hold dear. I also believe that by supporting and empowering my team and connecting with stakeholders on shared values, we can go further than any one person or organization can on its own. The result is something we can all be proud of: healthier children, families and communities.

Over your time with Dairy Council of California, how has the consumer perception of dairy shifted in terms of health and wellness?

When I first started, milk and dairy foods were widely embraced. That position has been challenged by numerous factors, including plant-based foods and beverages. And while dairy foods are no doubt the subject of scrutiny, the fact is that milk, cheese and other dairy foods are full of essential nutrients that can't easily be replaced. There is also a growing body of research that suggests the unique nutrients in dairy foods do not work in isolation, but rather interact with one another synergistically to provide health benefits beyond individual nutrients. This concept of the “dairy matrix” is gaining attention, and it's playing out in numerous ways, including perceptions of fat.

For many years, dietary recommendations focused on limiting foods high in fat. Yet medical and nutrition experts are beginning to understand that not all dietary fats are equal in terms of their effect on cardiovascular health. Moving forward, I believe dairy foods will be in a strong position because of the growing body of positive health research around dairy foods, and because people will see dairy foods as more natural in a time when consumers are shying away from processed and ultraprocessed foods.

How can the industry motivate the next generation of women to pursue a career in dairy?

There are so many great things about the dairy community. By being involved with dairy, women can contribute in making a difference and improving the health of children, families and communities. This positive impact is something to be proud of at a time when so many Americans are suffering from chronic diseases.

I would also let other women know that the dairy community has always felt like one big family. That was something that really appealed to me. The dairy industry is made up of multiple generations of farm families and processing families that are passionate about what they do, and this passion comes through. There is a sense of purpose, warmth, caring and giving that is pretty unique. Luckily, the word is getting out because I am seeing more women getting involved in the dairy industry and more dairy organizations being led by women.

What are some unique perspectives that you and/or other women in the industry have brought to their positions?

Before I was a Dairy Council of California employee, I was a mom, and as any mom knows, you are always a mom whether you are at work, at home or anywhere else. I learned a lot about parenting from my mom, who stayed home with my siblings and me. Everything was cooked from scratch, and milk was served at every meal. I followed in her footsteps and served my kids milk every time we ate. For me, it was more than simply something to drink; it was a nutrition powerhouse packed full of essential nutrients to help them grow, develop and learn. It was a little bit of love. There is no doubt that I brought this view of the importance of milk and dairy foods to my role at Dairy Council of California. The organization's long-standing history and cause to elevate the health of children and families through the pursuit of lifelong healthy eating habits spoke to me as a way to help other children beyond my own. Today my children are instilling the value of milk and dairy foods in their children, which makes me one proud Nonna. CMN

NEWS / BUSINESS

AWARDS

Continued from page 1

Swiss Slice on Slice.

Cabot Creamery Cooperative won a bronze for Cabot Lamberton Cheddar Cheese.

Carr Valley Cheese Co. Inc. won silver medals for Reserve Gouda, Glacier Gorgonzola, Smoked Marisa and Glacier Point Blue Spruce Blue, and bronze medals for French Fontina, Glacier Penta Creme and Cave Aged Cardona.

Cellars at Jasper Hill won gold medals for Alpha Tolman, Eligo, Little Hosmer and Moses Sleeper; silvers for Willoughby, Vault 5 Cave Aged, Calderwood for Saxelby Cheesemongers and Cabot Clothbound; and bronze medals for Whitney, Bayley Hazen Blue and Hartwell.

Cowgirl Creamery won a silver for Hop Along and bronze medals for Mt Tam, Red Hawk and Wagon Wheel.

Euphrates won a bronze for Euphrates Feta Cheese.

Firefly Farms won silver medals for Merry Goat Round and Black & Blue and a bronze for Merry Goat Round Spruce Reserve.

Four Fat Fowl won a bronze for CamemBertha.

Haystack Mountain Creamery won a silver for Wall Street Gold and a bronze for Funkmeister.

Heber Valley Artisan Cheese won a gold for Lemon Sage Cheddar and bronze for Mustard Herb Cheddar.

Idyll Farms won silver medals for Spreadable Idyll Pastures and Idyllweiss and bronze medals for Idyll Pastures Spreadable with Honey and Lavender and Honey Lavender Idyll Pastures.

Jacobs and Brichford Farmstead Cheese won a silver for Briana and bronze medals for Everton, JQ and Adair.

Lactalis American Group won a silver for Galbani 6-ounce Fresh Mozzarella Ball and bronze medals for 12-ounce Galbani Marinade Cup, 12-ounce Whole Milk String Cheese, Galbani Mascarpone, 80/10/10 Specialty Blend Shred, 50/50 Blend Shredded Cheese and Whole Milk Premio Shredded Cheese.

Laura Chenel and Marin French Cheese Co. won a gold for Original Fresh Goat Cheese (Chabis); silver for Triple Crème Brie; and bronze medals for Petite Truffle, Golden Gate, Black Truffle Fresh Goat Cheese Log, Orange Blossom Honey Fresh Goat Cheese Log and Thyme & Rosemary Marinated Goat Cheese.

Leelanau Cheese won a silver for Leelanau Raclette and bronze for Leelanau Reserve.

Lioni Latticini Inc. won a bronze medal for Lioni Stracciatella Panna di Latte.

Meadow Creek Dairy won a silver for Grayson.

Murray's Cheese won super golds

for Greensward and Hudson Flower and silvers for Stockinghall and Buttermilk Basque.

Nettle Meadow won a gold for Ad-ironjack and bronze for Briar Summit.

Parish Hill Creamery won a gold for Cornerstone, silver for Suffolk Punch and bronze medals for Jack's Blue, Kashar, Idyll, Vermont Herdsman and West West Blue.

Perrystead Dairy won bronze medals for Toasted and Treehug.

Point Reyes Farmstead Cheese Co. won silver medals for Point Reyes TomaTruffle, Point Reyes Quinta, Point Reyes Gouda and Point Reyes Toma, and bronze medals for Point Reyes Bay Blue, Point Reyes TomaRashi and Point Reyes TomaProvence.

Rogue Creamery won a super gold for Bluehorn Blue Cheese, silver for Oregon Blue Cheese and bronze medals for Cheese Is Love Cheddar and Crater Lake Blue Cheese.

Sartori Co. won silver medals for Sartori MontAmore Cheddar, Sartori Old World Cheddar and Sartori Reserve Garlic and Herb BellaVitano, and bronze medals for Sartori Reserve Espresso BellaVitano, Sartori Farmhouse Cheddar, Sartori Reserve Merlot BellaVitano and Sartori Limited Edition Pastorale Blend.

Savencia Cheese USA won bronze medals for Supreme 7-ounce and Supreme 2-kilogram

Sierra Nevada Cheese Co. won bronze medals for Farmhouse Organic

White Cheddar and Graziers Raw Milk Sharp Cheddar.

Spring Brook Farm Cheese won bronze medals for The Full Vermonty and Tarentaise.

Sweet Grass Dairy won a silver for Thomasville Tomme and bronze medals for Asher Blue, Georgia Gouda, Griffin and Lil Moo Garlic and Chive.

The Farm at Doe Run won a super gold for St. Malachi Reserve, gold medals for St. Malachi and Hummingbird, silvers for Seven Sisters and Batch 37 and bronzes for Aged Seven Sisters, Black Swallowtail and Batch 17.

Tillamook County Creamery Association won bronze medals for

Turn to RESULTS, page 8

theskill

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PEOPLE & AWARDS

Michael Eardley, IDDBA president and CEO, to retire after eight years with organization

MADISON, Wis.—The International Dairy Deli Bakery Association (IDDBA) announced Michael Eardley, president and CEO of the association, is retiring.

Eardley joined the organization in 2014 after serving for 36 years in the grocery industry. During his tenure at IDDBA, he actively worked with the board of directors and staff to develop services and programs serving the dairy, deli, bakery, cheese and supermarket foodservice industries.

Prior to IDDBA, he served as director of foodservice and then vice

president of fresh foods at D&W Food Centers before advancing to director of deli, cheese and prepared food at H.E.B. in Texas.

The IDDBA executive committee has begun the search process for the next president and CEO of the association. The committee will be accepting letters of interest and resumes through Dec. 3, 2022. Interested parties should submit these requirements via email to Katie Hilbrands at khilbrands@iddba.org. The committee will reach out to finalists for an interview in January 2023.

“We are thankful for Mike’s

guidance of the association throughout his tenure. His knowledge and dedication to our industry enabled IDDBA to grow our annual trade show

event and year-round educational resources,” says Dotty Vandermolen of Fresh Solutions, an immediate past chair of the board. **CMN**

Rogue Creamery’s Gremmels is inducted into College of Ag Sciences Hall of Fame

CENTRAL POINT, Ore. — Rogue Creamery this week announced its president David Gremmels was inducted into Oregon State University’s College of Agricultural Sciences Hall of Fame.

The award honors Gremmels for his positive impact on the agriculture, culinary and environmental landscapes of Oregon through his leadership of Rogue Creamery for 20 years.

Gremmels led Rogue Creamery to become Oregon’s first certified B Corp., meeting the highest standards of social and environmental performance, transparency and accountability.

The creamery is committed to improving its social and environmental impact across every level of its business. This includes using organic practices on the dairy farm, such as intensive rotational grazing to build topsoil and encourage biodiversity. The organization also invests in renewable

energy sources; implements internal and external programs to reward those who use sustainable forms of transport; and manages several impactful community give-back initiatives.

“The Hall of Fame award is the highest honor the College of Agricultural Sciences bestows. Gremmels’ record of accomplishments and contributions speaks eloquently of the qualities of commitment, vision, selflessness and leadership,” says Staci Simonich, dean of the college, in the letter of selection.

“Since the beginning of my career, I’ve wanted to make an impact in this community, connecting people to local, responsible growers and makers. To be recognized by my colleagues for accomplishing this makes me proud of the strides Rogue Creamery has made to be a leader in sustainability,” says Gremmels. **CMN**

RESULTS

Continued from page 7

Tillamook Smoked Black Pepper White Cheddar, Tillamook Very Veggie Farmstyle Cream Cheese Spread and Tillamook Original Farmstyle Cream Cheese Spread.

Vermont Creamery won gold medals for Vanilla Crème Fraiche, Classic Goat Cheese Log and Bonne Bouche;

silver medals for Coupole and Cre-mont, and a bronze for Bijou.

Von Trapp Farmstead won a gold for Mad River Blue and a bronze for Savage.

Wegmans won silver medals for 1916, Truffle Shuffle and Professor’s Brie and bronze medals for Sweet 16 and Brick Cheese with added Jalapenos.

To view the full results, visit <https://worldcheeseawards.com>. **CMN**

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Comings and goings ... comings and goings

CME Group, Chicago, announced it has named **Jonathan Marcus** as senior managing director and general counsel. Marcus most recently served at Reed Smith LLP, as general counsel of the U.S. Commodity Futures Trading Commission and various other senior roles. In his new role, he will serve as the chief legal advisor for CME Group and oversee the company’s compliance, enterprise risk management, legal and market regulation functions.

The Coca-Cola Co., Atlanta, recently announced **Evguenia Stoichkova** has been named president of global ventures for the company. Stoichkova previously served as president of the company’s Eurasia and Middle East operating unit, and **Sedef Salingan Sahin**, current president of the nutrition, juice, dairy and plant category for the company, will succeed her roles in those areas.

Gay Lea Foods Cooperative Ltd., Mississauga, Ontario, has appointed **Suzanna Dalrymple** as president and CEO of the cooperative upon current president and CEO **Michael Barrett**’s retirement Jan. 31, 2023. Barrett has been with Gay Lea Foods for 22 years and has been president and CEO since 2014. Dalrymple most recently served as general manager for the Canada Pet Nutrition unit for Mars as well as Procter & Gamble Canada.

Kelley Supply, Colby, Wisconsin, announced **Zach Meyer** has been

appointed as the company’s new Southwest Wisconsin sales manager. Meyer has extensive experience with quality assurance, research and development, various manufacturing roles, technical support, product scale-up and process optimization which he will apply to his new role.

The **National Restaurant Association**, Washington, D.C., recently announced **Jordan Heiliczer** has joined the association as its new labor and workforce policy director. Heiliczer previously served as senior director of government and political affairs at the Asian American Hotel Owners Association. In her new role, she will help the association protect the restaurant business model, rebuild the workforce, and drive innovative training and workforce initiatives.

Solecta Inc., Oceanside, California, announced it has appointed **Jim Ford** as CEO. Ford has been with Solecta since 2019, most recently serving as chief commercial officer. Before joining Solecta, he also served at Arcadis, TestAmerica and Nalco Water.

USDA, Washington, D.C., recently announced supervisory economist **Robert Schoening** has retired after 42 years with the organization. Schoening served as supervisory economist for 17 years and economist for 25 years prior. He worked in the market administrator offices in St. Louis, Tulsa and Kansas City. Schoening will be succeeded by **Dayton Nelson**, who joined the organization six months ago. **CMN**

PEOPLE & AWARDS

ADPI renames Award of Merit for founder

ELMHURST, Ill. — American Dairy Products Institute (ADPI) announced it is renaming the Award of Merit to the C. Earl Gray Award of Merit in honor of Chester Earl Gray, a pioneering founder of one of ADPI's legacy organizations.

In 1925, C. Earl Gray led the formation and development of the American Dry Milk Institute. At the first meeting of its members, he was elected chairman and reconfirmed each year until his death in 1944.

"C. Earl Gray is largely credited for the evolution of the dry milk industry in the United States. Without question, he was the most impactful person in our industry during its first 100 years. Many of the principles and attributes established under his leadership still hold true today. His inspired model of member-based committees and leveraging member resources for the benefit of all in the industry remain cornerstones of today's American

Dairy Products Institute," says Blake Anderson, president and CEO of ADPI.

The 2023 C. Earl Gray Award of Merit recognizes individuals who have made a lasting contribution to the dairy products industry. Anyone may be nominated regardless of nationality or role within the industry, including manufacturing, marketing, R&D, academia, regulatory, equipment manufacturers, ingredient suppliers, etc. The award is presented annually at the ADPI/American Butter Institute Annual Conference.

Letters of nomination along with a completed C. Earl Gray Award of Merit form should be sent to the American Dairy Products Institute, 126-2 N. Addison Ave., Elmhurst, Illinois 60126 — c/o: Blake Anderson.

Nominations also may be received electronically at banderson@adpi.org. All nominations must be received by March 31, 2023, to be eligible for consideration. **CMN**

EWCSBA Lifetime Membership Award



Photo courtesy of Pine River Pre-Pack

MENASHA, Wis. — Phil Lindemann, right, and Mary Lindemann, president and marketing director, respectively, of Pine River Pre-Pack, Newton, Wisconsin, this week received the Lifetime Membership Award from the Eastern Wisconsin Cheesemakers & Buttermakers Association. The award celebrates the Lindemanns' lifelong dedication and service to the cheese and dairy industry. **CMN**

NEWS / BUSINESS

GDT prices mostly lower; DairyAmerica expands offerings and volume on platform

AUCKLAND, New Zealand — The Global Dairy Trade (GDT) price index declined 3.9% Tuesday, and most commodity prices were lower following the latest trading event.

Butter and Cheddar were the only commodities to see price increases on Tuesday. Butter rose 0.2% to US\$4,868 metric ton FAS (\$2.2081 per pound), while Cheddar rose 0.9% to US\$4,802 per metric ton FAS (\$2.1782 per pound).

Other average prices and their percent decline from last month include:

- Anhydrous milkfat: US\$5,562 per metric ton FAS (\$2.5229 per pound), down 1.7%.

- Buttermilk powder: US\$2,973 per metric ton FAS (\$1.3485 per pound), down 11.4%.

- Lactose: US\$1,300 per metric ton FAS (\$0.5897 per pound), down 1.0%.

- Skim milk powder (SMP): US\$2,972 per metric ton FAS (\$1.3481 per pound), down 8.5%.

- Whole milk powder: US\$3,279 per metric ton FAS (\$1.4873 per pound), down 3.4%.

The next trading event will be held Nov. 15. For more information, visit www.globaldairytrade.info.

Meanwhile, DairyAmerica Inc. this week announced it will be expanding its product options and volume offerings on the GDT platform.

DairyAmerica has participated with regularity in the GDT auction events since 2011. As the presence of the GDT events has expanded in all regions of the globe, DairyAmerica says it recognizes the importance of having

this as part of its strategy to provide a consistent, reliable and sustainable U.S. dairy option to GDT participants.

DairyAmerica will be expanding its product offering to include low heat nonfat dry milk (NDM), low heat SMP, medium heat SMP, high heat NDM, high heat SMP and buttermilk powder.

For more information, email GDT@dairyamerica.com. **CMN**



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NEWS / BUSINESS

DMI CEO Barb O'Brien outlines new checkoff strategy, structure at joint annual meeting

AURORA, Colo.—Dairy Management Inc. (DMI) CEO Barbara O'Brien spoke to more than 750 dairy farmers and industry representatives about the modernized checkoff strategy during last week's joint annual meeting of the United Dairy Industry Association, National Dairy Promotion and Research Board and National Milk Producers Federation.

DMI's fresh organizational structure and a new three-year plan and budget are designed to deliver immediate results and lay ground for long-term benefits for farmers and consumers. The DMI priorities are based on the acronym ASPIRE — driving action through sustainability, people, innovation, reputation and exports. Although these are not new areas of work, they provide a checkoff-wide framework for focus and shared outcomes, says O'Brien, who was named CEO in October 2021. She says the priorities are based on feedback she gathered from farmers and other industry leaders during the first 100 days of leading DMI.

O'Brien translated farmer guidance into imperatives for the 2023-25 unified plan, which allows the checkoff to adapt to marketplace unknowns and evolving consumer expectations, including:

- Reduced complexity with more focused programming — doing more with less;
- Clearly defined outcomes and accountabilities;
- A focus on projects that drive the biggest impacts for dairy; and
- Strategies that work with and through the value chain and other partners for added impact.

Despite the complexity of a fast-

changing world, O'Brien says the future for U.S. dairy is strong. In her presentation, she used data points to support her claim, including recent USDA per capita dairy consumption totals of 667 pounds, a 15-pound increase from 2019. She says 96% of U.S. households contain dairy in some form, and over the last two years dairy has been the top edible aisle at retail, outpacing snacks, carbonated soft drinks, sport and energy drinks and meat. She also points to the checkoff-founded U.S. Dairy Export Council's success in helping to find international destinations for about 18% of U.S. milk production.

"Customers and consumers around the world are voting with their dollars to include dairy foods and beverages on their menus, as a key ingredient in their product, and in their homes," O'Brien says.

In her address, she also highlighted other bright spots for the checkoff for the year, including a new partnership with Raising Cane's to address opportunities for chicken and cheese in the fast-growing QSR channel. O'Brien says there's a huge upside growth as there are roughly 3 billion chicken sandwiches produced by the top five U.S. chains every year, but about 2.3 billion of those are produced without a slice of cheese. Raising Cane's is a popular designation for Gen Z consumers, and the partnership also will focus on dairy-based beverages, sides and sauces.

Other 2022 highlights include:

- Taco Bell introducing extensions of its line of Freeze products that use real dairy creamer and relaunching the Grilled Cheese Burrito, products created by dairy checkoff food scientists.

- Assembling a team of social media influencers whose reach or followers exceed any major traditional U.S. print or broadcast outlet. The efforts include sparking the recent butter board craze that included a TikTok video, which has generated millions of views.

- A continued partnership with gaming and YouTube icon Jimmy Donaldson — also known as MrBeast — who has more than 100 million followers and launched a contest that includes his observations of farm stewardship based on a recent farm visit.

- Double-digit sales growth (18% over the last 52 weeks) for dairy on Amazon, which DMI has worked with for four years at no cost and continues to rely on checkoff experts for counsel in areas related to marketing and product insights.

- The second-year launch of Undeniably Dairy's "Reset Yourself with Dairy" campaign series targeted to Gen Z consumers. The work features humorous content appearing on Gen Z channels, which have generated more than 255 million views to help grow the relevance of dairy's wellness benefits.

O'Brien says the checkoff plan includes "doubling down" in research with a renewed investment in health and wellness, product research and development, and environmental science. This commitment resulted in a five-year collaboration with the renowned Mayo Clinic, announced earlier this year, that O'Brien says complements decades of research led by National Dairy Council.

The checkoff is working with Mayo's scientists, physicians and others to conduct research focused on milkfat and dairy's benefits related

to chronic disease as well as exploring new claims opportunities around immunity, calm, energy and digestive health.

Digital technology and data also play an increased role in the business, O'Brien says. The checkoff is digitizing its health and wellness science and bringing artificial intelligence and new social listening technology to marketing communications and media buying efforts.

"It's been an exceptional time to serve as DMI's CEO and an exceptional opportunity to be empowered by farmers to look comprehensively at the checkoff business to ensure our staying power and impact for the next decade."

Barbara O'Brien
DAIRY MANAGEMENT INC.

Sustainability and farmers' long-time commitment to environmental stewardship is another checkoff focus, O'Brien says. DMI's work includes more than 140 on-farm research projects involving large- and small-scale operations to continue proof-building efforts. Continued third-party and partner investment includes more than \$4 million in the Greener Cattle initiative, a multi-national study of the most promising interventions to reduce enteric emissions. In addition to a \$10 million investment from the Foundation for Food and Agriculture Research, there's another \$13 million from partners in the Dairy Soil and Water Regeneration program focused on soil management practices and manure-based products.

"This work is all about U.S. dairy as an environmental solution backed by science and proof, and economically beneficial for farmers, markets and society," O'Brien says.

She adds her first year as CEO has been rewarding, and she and the DMI team are invigorated by the organization's new direction.

"It's been an exceptional time to serve as DMI's CEO and an exceptional opportunity to be empowered by farmers to look comprehensively at the checkoff business to ensure our staying power and impact for the next decade," she says. "Truly, I am honored and inspired by the support I have felt from farmers across the country during my first year." CMN

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UPCOMING EVENTS

Dairy West annual meeting to be Nov. 9-10

BOISE, Idaho — Dairy West's annual meeting will be held at the Boise Center in Boise, Idaho, Nov. 9-10.

The annual meeting will gather industry and staff to discuss how to build demand for products locally, regionally, nationally and globally.

Speakers will include Karianne Fallow, CEO of Dairy West; Kenneth Bailey of Ken Bailey Dairy Consulting;

Peter Vitaliano, vice president of economic policy and market research for the National Milk Producers Federation; Sara Dorland, managing partner for Ceres Dairy Risk Management; and Jason Dorsey, president of The Center for Generational Kinetics.

Registration and additional information can be found at www.dairywestannualmeeting.com/2022/begin. CMN

UW-River Falls Dairy Summit set for Nov. 16

RIVER FALLS, Wis. — University of Wisconsin-River Falls will be hosting a Dairy Summit on the River Falls campus Nov. 16. The summit also will be available via livestream and on-demand recordings.

In-person attendance will be in the Riverview Ballroom at the University Center, 501 Wild Rose Ave., River Falls, Wisconsin.

The event is free but registration is required. Registration can be found at <https://explore.wisc.edu/dairysummit22>.

The summit will feature a farmer panel of speakers, research presentations, a stakeholder speaker panel and optional tours or viewing of research posters. For more information, visit <https://dairyinnovationhub.wisc.edu/dairy-summit/>. CMN

Dairy Strong conference registration open

GREEN BAY, Wis. — The Dairy Business Association (DBA) recently opened registration for the Dairy Strong conference Jan. 18-19 at Monona Terrace in Madison, Wisconsin.

The theme for the 2023 conference will be "Local presence, global reach." It is designed for farmers, processors, partners and others in the dairy industry to come together to learn, network, celebrate and explore challenges and opportunities in the dairy industry.

The conference will feature speakers, a tradeshow, an Innovation

Stage and breakout sessions. DBA also will announce its Advocate of the Year.

This year's keynote speakers include Terry Jones, founder of Travelocity.com and founding chairman of Kayak.com; Scott Mann, founder of Rooftop Leadership; and David Wasserman, senior election analyst for The Cook Political Report.

To register for the conference, visit www.dairyforward.com/page/dairystrong?utm_source=Press+Release&utm_medium=Press+Release+&utm_campaign=Dairy+Strong+2023. CMN

Discover Conference to be held March 7-9

NAPERVILLE, Ill. — The American Dairy Science Association (ADSA) 44th annual Discover Conference, themed Why Cheese from Milk?, will be held March 7-9 at Northern Illinois University Naperville Conference Center in Naperville, Illinois. The conference also will be presented virtually.

ADSA is working with the American Cheese Society (ACS) for a 2023 conference covering some of the latest research on the nutritional and health-promoting aspects of milk and cheese, accessing the latest science-based information from dairy science experts, engaging with production and dairy foods colleagues in the cheese sector and gaining access to evidence-based messaging about dairy.

The conference is for stakeholders in the cheese industry including cheesemakers, dairy farmers, cheese retailers, allied organizations, and university and industry scientists. Graduate students and early career professionals are especially encouraged to attend.

Individuals who register before Feb. 7 will receive a reduced rate of \$375 for ADSA-ARPAS members and

\$475 for non-members. The in-person registration fee includes sessions and most meals.

ACS members should register as non-member and then enter the ACS member discount code when prompted to receive the reduced rate. The ACS member discount code is available on the ACS Member Center at www.cheesesociety.org/membership/.

After Feb. 7, registration will be \$475 for members and \$575 for non-members and will be accepted only on an availability basis.

Virtual registration before Feb. 7 will be \$275 for members and \$375 for non-members, and \$375 for members and \$475 for non-members after Feb. 7.

There also is a recordings only option of \$215 for members/\$315 for non-members that allows access to recordings of each speaker's presentation. It does not include recordings of the actual conference or participation during the conference.

Registration can be found at www.adsa.org/cvweb/cgi-bin/eventsd11.d11/EventInfo?sessionaltcd=DISCOVER44. CMN

International Sweetener Colloquium to be held at La Quinta Resort Feb. 26-March 1

LA QUINTA, Calif. — The International Sweetener Colloquium, hosted by the Sweetener Users Association and the International Dairy Foods Association (IDFA), will be held Feb. 26-March 1 at La Quinta Resort & Club in La Quinta, California, in the Greater Palm Springs area.

The colloquium is an opportunity for key players from all sectors to discuss the most pressing issues facing the global sweetener industry. Attendees can participate in sessions with presentations from a wide range of speakers addressing the latest challenges and opportunities facing the industry, including government regulations, political outlook, current research findings and market trends. The colloquium draws hundreds of professionals and decision-makers from the sweetener industry and from companies that use sweeteners in the products they make.

Keynote speakers include Scott Colbert, executive vice president, chief economist and director of fixed income management for The Commerce Trust Co.; Randy Green, principal of Wat-

son Green LLC; and A.B. Stoddard, associate editor and columnist for RealClearPolitics.

A block of rooms has been reserved for attendees at the La Quinta Resort & Club. Hotel reservations may be made online or by calling 760-564-4111. Refer to the International Sweetener Colloquium to receive a special room rate of \$299 per night plus applicable taxes. The deadline to secure a room is Feb. 3, but once all rooms have been booked, there is no guarantee additional rooms will be available.

Registration is \$1,175 per person, \$1,150 per person for a group of four and \$1,125 for a group of five plus until Nov. 18. After Nov. 18 the cost is \$1,275 per person, \$1,250 for a group of four and \$1,225 for a group of five plus. Government and university affiliated attendees will receive a reduced rate of \$450 across the board. There also is an opportunity to participate in a golf tournament, which is an additional \$250. For complete registration information, visit www.idfa.org/events/international-sweetener-colloquium. CMN

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NEWS/BUSINESS

Various marketing opportunities now available for CheeseCon 2023

MADISON, Wis. — Wisconsin Cheese Makers Association is hosting this year's CheeseCon 2023 at the Alliant Energy Center in Madison, Wisconsin, April 4-6.

The event will offer a variety of marketing opportunities for companies to promote their businesses.

This year it is offering two brand new silver sponsorship opportunities. Companies can share business with the next generation of industry leaders as the Exclusive Silver Sponsor of the popular Young Professionals Reception, which will include all the benefits available to silver-level companies in addition to branded beverage tickets at the event.

The new Job Fair Head Shot Station is the second Exclusive Silver Sponsor opportunity, offering branded email messaging to participants and event signage in addition to silver-level company benefits.

Businesses also can connect with customers by purchasing a high-visibility advertisement in the CheeseCon Official Program. Options are full-, half- or quarter-page ads. The booklet is a full color spiral bound that will be distributed to more than 3,000 attendees.

All interested individuals in the dairy processing industry are encouraged to register at www.CheeseCon.org. Those that register before Jan. 18 will receive a reduced early bird rate. **CMN**

AFBF releases list of member, staff priorities for next farm bill

WASHINGTON — The American Farm Bureau Federation (AFBF) recently released its priorities for what may be the most consequential legislation for agriculture in 2023 — renewal of the farm bill. The priorities were identified by a working group of Farm Bureau members and staff from across the country.

AFBF's overarching priorities include:

- Continuing current farm bill program funding;
- Maintaining a unified farm bill that includes nutrition programs and farm programs together;
- Prioritizing risk management tools that include federal crop insurance and commodity programs; and
- Ensuring adequate USDA staffing

and resources to provide technical assistance.

"The farm bill is the most significant piece of legislation that affects farmers and ranchers across the country," says AFBF President Zippy Duvall. "Since enactment of the 2018 Farm Bill, farmers have faced significant challenges from market volatility, increased input costs and devastating natural disasters. Despite these headwinds, farmers and ranchers have met the needs of consumers both here and abroad while continuing to improve our environmental stewardship. We look forward to working with Congress to ensure the appropriate resources are available to craft farm policy that reduces food insecurity, bolsters national security

and encourages long-term stability for all of our farm and ranch families."

The priorities include more than 60 recommendations over multiple titles of the farm bill, including reference price increases for commodities, more transparency for milk checks, funding for conservation programs, rural development and streamlining of nutrition programs to get food to those who need it most.

The AFBF board of directors voted unanimously to approve the recommendations. Final approval of policy priorities will be accomplished by a vote of delegates at the AFBF Convention in Puerto Rico in January 2023.

For more information, visit www.fb.org/files/2023_Farm_Bill_Priorities_outline.pdf. **CMN**

European Commission releases short-term agriculture outlook

BRUSSELS, Belgium — Milk production and dairy product output in the European Union (EU) are expected to drop in 2022, with dairy products rebounding in 2023, according to a new short-term outlook for Europe's agricultural sector published by the European Commission.

The outlook, released earlier this month, notes that EU agricultural production continues to be impacted by the consequences of the unjustified Russian war in Ukraine, surging energy prices, increasing input costs and food inflation throughout the EU. In addition to geopolitical instability, the EU recorded one of its hottest summers in history, significantly affecting summer crops and resulting

in difficult conditions for livestock producers and animals that suffered from heat stress and less food.

This summer's hot and dry weather not only caused heat stress for cows but also led to lower availability and quality of grass, the outlook notes. To cope with this, farmers adjusted feed availability by either already using their feed which was planned to be stored for winter months or further reducing the size of their herd. As a result, the annual EU milk collection in 2022 is expected to decline by 0.5%.

The start of 2023 could be challenging for dairy farmers, who face higher input costs and lower feed availability in addition to potentially lower consumer demand because of food inflation, the outlook adds. Assuming normal weather conditions, it is expected that yield growth could be slightly higher (+0.6%) in 2023 and could compensate for further dairy herd reduction (-0.8%). As a result, the outlook says, EU milk collection could drop modestly by 0.2%.

The short-term outlook notes price competitiveness of EU dairy products, the cost structure of different milk processing options and reduced milkfat and protein availability all shape production trends in dairy products. In January through July, EU cream processing grew 1%, while EU cheese and butter production dropped 1% and 2%, respectively. Given the negative trend in exports, it is likely that most of the cream ended up in the domestic market, the outlook says.

EU butter production could drop by around 1%, while exports could grow 3% in 2022, the outlook says. Domestic use could remain stable, also due to still-high prices of vegetable oils, which are preventing their substitution for butter. In 2023, a slight increase in EU butter production (+0.5%) could be expected.

However, if vegetable oil prices go down with an improved global situation, some drop in EU butter use could be expected as butter prices might not react as quickly.

Because more milk could be channeled into butter and skim milk powder (SMP) in coming months, EU cheese production might be weaker before restarting growth toward the end of the year with the support of high prices, the outlook says. As a result, EU cheese production growth could be slightly negative in 2022 (-0.5%) with stable exports and domestic use, which could to some extent react to rising food inflation. In 2023, EU cheese production could grow by around 0.6%, which would support some slight recovery of exports (+0.4%), while EU use may remain stable, the outlook adds.

Among traditional dairy products, production of fluid drinking milk likely will continue to decline in 2022 (-1%), while an even stronger decline could be expected in yogurt (-2.5%), the outlook predicts.

Despite an earlier expectation for whey powders to grow, weaker external demand likely will lead to lower production (-1%) in 2022, while the cheaper price compared to other milk powders could support domestic use growth (+2.5%), the outlook says. The high energy cost of drying towers contributes to rising prices of SMP and whole milk powder, and this could translate into some production decline in 2022 (-2% and -8%, respectively). In both cases, EU exports could drop 15% for both products due to low EU competitiveness. In 2023, some slight recovery of EU whey (+0.5%) and SMP (+0.6%) is expected, while exports likely will remain stable. The growth of SMP production could lead to higher exports (+5%), the outlook predicts. **CMN**




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NEWS / BUSINESS

USDA announces cooperative agreements in 6 regions for organic transition program

WASHINGTON — USDA last week announced it is establishing cooperative agreements in six regions across the United States for the Organic Transition Initiative, Transition to Organic Partnership Program (TOPP). Organizations participating in the partnership network will work together to establish and administer a farmer-to-farmer mentorship program providing direct farmer training, education and outreach activities. These activities will help transitioning and recently transitioned producers who face technical, cultural and market shifts during the transition period and the first few years of organic certification.

The Organic Transition Initiative (OTI) was launched in August as part of USDA's food system transformation effort to support local and regional food systems, expand access to markets to more producers and increase the affordable food supply for more Americans while promoting climate-smart agriculture and ensuring equity for all producers. OTI provides comprehensive support for farmers transitioning to organic production and will deliver wrap-around technical assistance, including farmer-to-farmer mentoring; provide direct support through conservation financial assistance and additional crop insurance assistance; and support market development projects in targeted markets.

"The organic community is known for strong local collaboration and providing farmer-to-farmer support," USDA Under Secretary for Marketing and Regulatory Programs Jenny Lester Moffitt says. "TOPP will build on this spirit, while bringing organic to new communities of farmers and

consumers."

The TOPP partnership network covers six regions: the Mid-Atlantic/Northeast, Southeast, Midwest, Plains, Northwest and West/Southwest. Organizations in these regions are actively forming partnerships to serve transitioning and existing organic farmers. Partnerships will provide mentoring services, technical assistance, community building and organic workforce development.

TOPP regions are set geographically and form a mix of states that are well-represented in organic and states that are currently underserved. The program is designed to maximize the availability of expert mentors in each region. TOPP, administered by USDA's National Organic Program, is a collaborative effort involving many partners, with cross-functional teams and representatives from different regions working together to achieve a common goal.

USDA also has announced an upcoming listening session on Nov. 15, which will gather stakeholder input about another OTI program, the Organic Pinpointed Market Development Program. The event will seek feedback about the pinpointed market development investments needed to expand the organic agricultural supply chain. This initiative will develop new and expanded organic markets by providing more resources and certainty in the organic market for producers and processors transitioning to organic or initiating new organic production and processing capacity. Event information is available at www.farmers.gov/organic-transition-initiative. CMN

FDA, CDC enter into MOU agreement to boost food safety in retail environments

WASHINGTON — FDA and the Centers for Disease Control and Prevention (CDC) have entered into a memorandum of understanding (MOU) to strengthen food safety in retail environments. The goal of the renewed partnership between FDA and CDC is to help reduce the occurrence of foodborne illness in retail and foodservice establishments.

This MOU will help increase the consistency and capacity of retail food protection programs across the country, promote a general culture of food safety and facilitate continued communication between FDA and CDC in order to assist state, local, tribal, territorial and industry partners.

Keeping the nation's food supply safe requires resources and knowledge from both agencies, and FDA's collaboration with CDC has helped inform FDA's work on the Food Code, which serves as a model

for safeguarding public health and ensuring food is unadulterated for consumers. The Food Code, which will celebrate its 30th anniversary next year, provides uniform standards to better ensure compliance; establishes a standardized approach for inspections; and helps protect consumers and industry from potentially devastating health consequences and financial losses.

FDA also historically has worked with CDC to help control the foodborne illness risk factors for foodborne illness outbreaks in retail settings. This MOU will ensure enhanced continued collaboration on this work.

By leveraging the collective strengths of both FDA and CDC through the MOU signed Sept. 21, the agencies say, they remain committed to reducing the occurrence of foodborne illness in retail and foodservice establishments across the country. CMN

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NEWS / BUSINESS

Quarterly report from CoBank looks at impacts of inflation, higher rates on economy

DENVER—The Federal Reserve (Fed) is finding it harder to cool the economy than almost anyone expected. Most corners of the U.S. economy are performing very well considering the Fed has been aggressively raising rates for seven months. Manufacturing continues to expand, consumer spending remains strong, the labor market still is extremely tight and third quarter gross domestic product (GDP) data likely will show solid growth, says a new Quarterly report from CoBank's Knowledge Exchange.

While the rate increases have done little to cool spending and tamp down inflation, critics are increasing their calls for the Fed to stop raising rates. The argument is that further monetary tightening will have catastrophic effects on the U.S. and global economies, and that inflation is about to fall precipitously, the report says. But the Fed does not see things this way, nor should it, CoBank analysts say.

"To date, there is no solid evidence that inflation is on a steep downward path, and there is also little evidence that higher rates are severely damaging the economy," says Dan Kowalski, vice president of CoBank's Knowledge Exchange. "Ultimately, to get inflation levels down, the willingness or ability of

consumers and businesses to spend must also come down. That means rate hikes will continue until the Fed achieves its mandate of price stability. Unfortunately, that increases the likelihood of collateral damage coming in the first half of 2023."

There are signs of slowing, however, which are the first cracks to form from monetary tightening, Kowalski notes. Consumer credit is on the rise while savings rates are falling. Additionally, wage growth is falling even as inflation remains high, reducing consumer purchasing power.

In contrast, the energy and agri-food sectors have gained unexpected levels of pricing power as supply shortages now appear to be medium-term challenges. Risks and uncertainty remain exceptionally high, but elevated commodity prices also offer opportunities.

The U.S. dairy cow herd continues to show only incremental growth, despite record high milk prices and positive margins, the report notes. High feed and labor costs, combined with tight heifer availability, are limiting herd growth. Class IV milk continues to hold a premium to Class III, elevated by rising butter prices, which reached record highs last quarter. Butter sup-

plies remained extremely tight, down 22% year-over-year. USDA has raised its forecast for U.S. dairy exports to a

record \$9.5 billion in 2022.

To view the report, visit www.cobank.com. **CMN**

USTR will not investigate Mexican produce

WASHINGTON—The Office of the U.S. Trade Representative (USTR) announced in the Oct. 28 Federal Register that it will not open an investigation into produce and other agricultural products imported from Mexico.

On Sept. 8, USTR received a petition requesting an investigation of certain alleged acts, policies and practices of the government of Mexico concerning seasonal and perishable agricultural products. The petition alleged that beginning in the early 2000s, Mexico has used certain programs specifically to subsidize its seasonal and perishable agricultural industry and to enable that industry to expand its exports to the United States. It also alleged that wage rates in Mexico give Mexico's seasonal and perishable agriculture industry an unfair competitive advantage. The petition claimed that the alleged export targeting scheme has resulted in a surge in imports of seasonal and perishable agricultural products from Mexico, and that Florida producers are adversely affected.

U.S. dairy and ag groups had sent a letter opposing an investigation, claiming that it would undermine the relationship with one of the United States' largest agricultural trading partners (see "Dairy, ag groups oppose petition for 301 investigation of Mexican produce imports" in the Oct. 14, 2022, issue of Cheese Market News).

USTR says due to the complexities of the factual and legal issues raised in the petition, it could not conclude during the 45-day statutory review period that an investigation would be effective, so it will not open an investigation at this time. In light of challenges faced by U.S. producers, USTR in coordination with USDA will establish a private-sector industry advisory panel to recommend measures to promote the competitiveness of producers of seasonal and perishable produce in the Southeastern United States. Furthermore, USTR and USDA will work with the petitioners and producers to examine the issues raised in the petition and to consider any further actions that may be appropriate. **CMN**

PRICES

Continued from page 1

make U.S. butter more competitive. In addition, reports from Europe indicate that butterfat is still snug globally, she says.

"That could help keep U.S. butter moving — especially within North America," Dorland says. "There is a growing demand for butterfat — in cheese and other products like butter, cream, etc. With U.S. milk production unchanged to last year, that means that butter output could struggle to keep up with growing demand. Add to that Canada's butterfat demand, and availability may trump exchange rates eventually."

Meanwhile, dairy market participants have been grappling with a longtime inverted spread between CME Cheddar block and barrel prices that just recently corrected.

"The correction that started last week likely reflects the end of the burger and sandwich season and some moderation of exports as buyers slow purchases to manage a potential demand slowdown headed into next year," Dorland says.

McCully notes there were multiple reasons for the inverted block/barrel spread, but supplies of barrels have increased in recent weeks.

"Looking ahead, a narrow spread is

expected, with blocks over barrels," he says, noting the inverted spread caused financial pain for block cheese plants, so the return to a more normal spread is welcome.

And while seasonal demand may be waning for butter, McCully says cheese demand usually hangs on until early January when orders are filled for the Super Bowl.

"Consumer demand will be closely watched after the holidays given increasing financial stress on households," he says. "For the balance of the fourth quarter, my forecast has been for cheese prices near \$2, give or take 5 to 10 cents. Demand should be good enough to keep prices above \$1.90 into January, but then decline in the first quarter of 2023 into the \$1.80s."

Plourd says he would be surprised if things move in a straight line lower to a well-defined bottom, noting there are too many moving pieces, and seasonal forces aren't totally exhausted.

"In our estimation, exports are the big wild card," he says. "If shipments slow, we could see things take a more decided turn for the downside, with prices going lower and staying there longer. It's hard to know what's coming there. We've seen tremendous export volumes lately, but the global price landscape has changed in a way that makes the U.S. less competitive. Not uncompetitive. But less competitive." **CMN**



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NEWS / BUSINESS

EXPORTS

Continued from page 1

looking at a corporate level and what strategies are being implemented,” she said. “Several of our competitors are implementing a demand-driven approach that affects what they research, product innovation, market investment and how they’re creating market differentiation. The shift from supply- to demand-driven will continue.”

Among the trends in consumer demand USDEC looks at in different global markets are taste and enjoyment, nutrition and wellness, and sustainability.

Currently taste is the No. 1 purchase driver of cheese in every market, and USDEC has commissioned custom research to uncover specific sensory attributes that consumers consider in “good tasting cheese.” For example, in Korea, a fresh, white, milky cheese with a soft texture is preferred, while in Saudi Arabia, consumers will eat more processed cheese sold in a jar or can.

Health and wellness are large trends domestically, while internationally, the focus is more on nutrition, Sheets says.

“Consumers manage stress with nutrition. There’s a growing demand and interest in proteins, which are not just about one benefit but overall,” she said, outlining how consumers choose protein for a vast amount of reasons from weight management to muscle, bone and joint health, providing advantages for products like yogurt, skim milk powder and milk protein concentrate. In some markets, “protein” is almost synonymous with “healthy.”

In addition to looking at consumer demand for taste and nutrition, USDEC also is looking at ways to engage consumers in U.S. dairy through technology and promoting sustainability.

“USDEC initiatives involve accelerating consumer engagement with technology to bring dairy’s story to consumers,” Sheets said. “They can download an app and see benefits of different U.S. cheeses, tips and different pairings. We look at these for solutions long-term, to bring the message of U.S. dairy, sustainability and innovations to consumers across the globe.”

The workshop also included a panel of presenters from organizations that can help dairy processors, particularly those in Wisconsin, who are interested in starting or expanding exports.

Lisa Stout, economic development consultant at the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), serves on the DATCP international agribusiness team, assisting with food and ingredient sales to areas

such as Asia, Canada and the Middle East. She noted in her presentation that Wisconsin ranks fifth in the United States for dairy and dairy product exports, and first in the export of specialty cheese. She also explained that through new WIAE funding allocated by the Wisconsin legislature, the state now has \$5 million that can be used for export promotion from 2022-2026.

Among WIAE activities planned are 2023 trade shows in the Middle East and Asia, an outbound trade mission to the United Kingdom next spring, inbound buyer missions as well as grant and scholarship opportunities for Wisconsin agribusinesses.

Liaison Manager Paul Weiss presented on services available from the Food Export Association of the Midwest, a private nonprofit trade association which partners with DATCP and helps direct interested exporters to available resources. He explained some of the resources from the Food Export Association, such as export education webinars and programs, opportunities to meet one-on-one with qualified buyers, assistance with market promotion, a branded program to assist in international marketing expenses and trade shows.

“The bottom line, whether you’re a small or large dairy producer, is just to be aware of the opportunities that are out there,” he told workshop participants. “There literally is a world of opportunity for exports. You don’t have to take on this endeavor by yourself. Just know that you have people on your side and programs. Don’t be afraid of international export opportunities. There’s so much support out there.”

In addition to learning about programs offering assistance, workshop

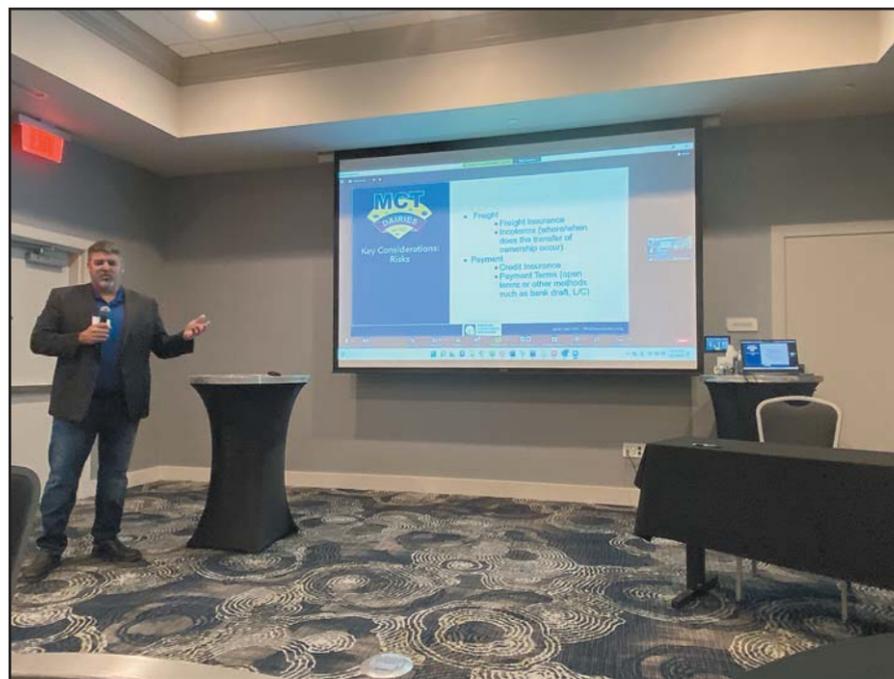


Photo by Rena Archwamety/Cheese Market News

EXPORT ADVICE — Ryan Wucherer, global director of sales and supply chain for MCT Dairies, outlined key considerations for dairy companies to consider when exporting products and ingredients during a Thursday workshop hosted by Wisconsin Cheese Makers Association.

attendees also heard insights from companies offering export services.

Ryan Wucherer, global director of sales and supply chain for MCT Dairies, leads a team that assists in buying and selling bulk products to and from various international markets. He outlined some key considerations when exporting products and ingredients, such as restricted or banned ingredients, labeling, documents and plant certification requirements and other topics.

“Building relationships internationally can take months and years, and many require multiple visits before getting an order,” he said. “Companies can take three to four years to accept who you are, and a lot of U.S. companies have to understand that, going to shows, meeting people.”

In a question-and-answer session, Wucherer noted that USDEC has done a great job promoting U.S. cheeses and building an international reputation for them. They have worked to get as many U.S. cheeses as possible to participate in international competitions, conducted trade missions and getting products out there for people in other markets to try.

He also addressed questions on the risks and benefits for companies selling directly overseas or working with trading partners such as MCT.

“If you’re selling to a trading company, as a partner, we want to be aligned with you, tell you who the customer is, bring them into your plant and work with the suppliers. We believe we would bring value

Turn to VALUE, page 16

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NEWS / BUSINESS

California Milk Advisory Board announces inaugural Global Flavors Culinary Competition

TRACY, Calif. — The California Milk Advisory Board (CMAB) recently announced the inaugural Global Flavors Culinary Competition, a foodservice event that celebrates the broad application of Real California cheese and dairy products in global cuisine. This year's competition is themed "A Taste of Italy" and will focus on developing classic and innovative recipes highlighting Italian-style cheese and dairy products from California.

Six professional chefs will compete for \$27,000 in cash prizes and recognition as a global culinary leader in a cook-off event at the Culinary Institute of America at Copia in Napa, California,

Nov. 9.

The chefs for this year's competition are:

- Jay Adams, Local Kitchen, San Francisco;
- Jose Gutierrez, Herbs & Rye; Cleaver, Las Vegas;
- Giuseppe Musso, Michael's Downtown Italian Kitchen & Cafe; Long Beach, California;
- Freedom Rains, a Mano, San Francisco;
- Gustavo Rios, Solage Calistoga, Sonoma, California; and
- Ismaele Romano, Via Focaccia, Las Vegas.

The chefs will compete in Il Clas-

sico, where they will develop an original entree inspired by classic Italian cuisine commonly found on restaurant menus nationwide, and Il Fresco, where they will provide a fresh new take on Italian cuisine with an original appetizer or dessert that demonstrates creativity and innovation.

Real California cheese and dairy products will be used as central ingredients in their two recipes, and then the dishes will be presented to a panel of professional judges for evaluation. They will be judged on emphasis of Real California cheese and dairy, commercial viability of the dish, recipe innovation and creativity,

overall flavor profile and texture, and presentation.

Each category winner will receive a trophy and \$5,000 prize. Runners-up will receive \$2,500 and each remaining finalist \$1,500 per category.

Updates about the competition can be found at www.caglobalcompetition.realcaliforniamilk.com. **CMN**

VALUE

Continued from page 15

because we pick it up at the door, shop it, cover insurance and travel to the customer several times a year and attend international food shows," he explained. "If you have the right partner in a trading company that's open and works with you, that's a good way to start doing (export) business. Big companies doing it on their own might have a staff of 25 people doing exports. It comes down to how much value you see and if you want to put a team together."

"I believe a lot of the solution is with communication and relationships. We have to be proactive, reach out, get on the preferred list."

Kathy Parins
HANCOCK INTERNATIONAL

Kathy Parins, sales executive for international transportation services provider Hancock International, explained some of the key challenges of getting product physically from one point to another, including arranging quotes, bookings, availability of containers and chassis, pick-up and loading for the final shipment.

"I believe a lot of the solution is with communication and relationships," she said. "We have to be proactive, reach out, get on the preferred list. We have steamship lines send weekly updates on what they're looking for, or if they have a vessel in the area. Our role is that we have to have the relationships and communications with those steamship lines and truckers so we can engage with those people."

"It's not always perfect — sometimes there are extra costs," she added. "But it's our job to communicate and let you know what's going on and try to minimize the number of surprises." **CMN**

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Let's Eat Healthy | got milk? | THE STRONG INSIDE

The CMAB worked closely with processor partners to identify and create opportunities for growth and find new processors to bring into the Real California Milk family. To date, 196 processors are using the Real California Milk seal on 3,139 products that are distributed throughout the U.S. and globally.

We used a variety of tools to connect with processors, including the monthly Processor Newsletter, which provided research insights and resources to participate in CMAB retail and foodservice initiatives as well as programs with our key partners. The team hosted a series of webinars throughout the year on key topics including cybersecurity, CMAB promotional programs and export opportunities as well as the virtual Annual Meeting with keynote speakers John Crawford of IRI and Ashley Rosales from Dairy Council of California. A new Digital Optimization Toolkit also was created to assist processors with website and social media optimization.

Working with the American Dairy Products Institute, Dairy Council of California and MilkPEP, CMAB created milk side panel artwork for fluid milk processors featuring the Strong Inside logo and high protein, immunity support and hydration benefits of real milk messages as well as a QR code leading to additional benefits from the Dairy Councils "Let's Eat Healthy" website.

Poppy Seeds

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Dawn Soto, Senior Food Service Training Specialist for Los Angeles Unified School District

LET'S EAT HEALTHY LEADERSHIP AWARD HONORS FOOD SERVICE PROFESSIONAL

BY SONIA FERNANDEZ ARANA, MA

Dairy Council of California is excited to honor Dawn Soto, Senior Food Service Training Specialist for Los Angeles Unified School District, as one of the 2022 Let's Eat Healthy Leadership Award winners.

The Let's Eat Healthy Leadership Award celebrates California leaders and change-makers that educate, inspire and empower children, families and communities to develop lifelong healthy eating habits. The award recognition program is a flagship of the Let's Eat Healthy initiative that invites coordination, collaboration and co-creation with leaders to improve nutrition education and access to nutritious foods to make a positive difference in the health of communities.

As an advocate engaging through the Let's Eat Healthy initiative, Soto knows the positive impact school meals have on children's optimal growth and development. In her role as Senior Food Service Training Specialist, she oversees the development and implementation of training and has collaborated with Let's Eat Healthy in numerous ways, including the creation of a unit on nutrition for staff development and monthly wellness newsletters with themed nutrition messaging and activities for foodservice staff.

Soto notes, "Healthy eating is really important. I encourage you to think outside the box and step outside the classroom." She understands the tremendous impact building partnerships with school foodservice professionals has in influencing the school environment, saying, "We have an immense opportunity to reach every single child that steps through the cafeteria doors." Soto is a terrific example of school foodservice professionals as leaders making a difference by educating foodservice staff and helping students make healthy eating choices.

Engaging school foodservice professionals to ensure all children are supported for optimal growth and development represents a cornerstone of the initiative's commitment to childhood health. Its focus on supporting access to high-quality, nutritious foods and providing evidence-based nutrition education to empower lifelong healthy eating habits is a shared value that drives connections and provides sustainable school foodservice solutions and tools.

As a foodservice professional, you are invited to participate in Let's Eat Healthy nutrition-focused campaigns to support healthy food access and nutri-



tion education in schools and communities. There are multiple ways to get involved with campaigns, including partnering with Let's Eat Healthy for an event, using its nutrition materials and resources, and amplifying campaign messaging on your social media platforms. Access free campaign tools and resources and join the Let's Eat Healthy initiative at HealthyEating.org/Join. Follow Let's Eat Healthy on Instagram and Facebook @HealthyEatingCA to stay up to date with the latest campaigns.

Do you know a Let's Eat Healthy champion like Soto—someone who is educating, inspiring and empowering children and families to develop lifelong healthy eating habits? Nominations are currently being accepted for the 2023 Let's Eat Healthy Leadership Award at HealthyEating.org/Award. Nominate a champion and help share their story and impact to inspire others. Submission deadline is Friday, December 9th.

News Update

A Message From the CEO

Reflections from the Outgoing CEO on 2021-2022



The end of a year often serves as a time of reflection. For me, closing out 2022 and ushering in the new year is especially noteworthy as I prepare to hand off the reins of CEO at Dairy Council of California. As I look back, I recognize that at the heart of our success lies something core to Dairy Council of CA: collaboration. There is perhaps no better model than the Let's Eat Healthy initiative.

The Let's Eat Healthy initiative has grown to over 300 advocates, including educators, school foodservice staff, health professionals, community leaders and the dairy community, who are working to ensure the unique and culturally diverse nutritional needs of children and their families are met. The initiative invites multidisciplinary coordination, collaboration and co-creation to champion community health by inspiring healthy eating habits and making healthy, wholesome foods accessible and affordable. Through Let's Eat Healthy, and all of Dairy Council of CA's efforts, we support building lifelong healthy eating patterns and advancing the understanding of dairy's role as essential within them. Our ongoing work centers on three key areas:

Education

We believe nutrition education is a continuation of learning experiences that support healthy eating habits that include milk and dairy foods. This means reaching children and families where they learn, live, work and play. While classroom education and our Mobile Dairy Classroom continue to be important avenues for education, we also work closely with health professionals, community resource providers and other champions to implement nutrition education in a variety of community settings.

Access

Food insecurity impacts one in six American children. At the same time, school nutrition programs play an important role in providing equitable access to healthy foods, which can affect children's growth, development and academic achievement. During the last year, Dairy Council of CA has helped advance food access through the California Local School Wellness Policy Collaborative, the Smarter Lunchrooms Movement of California, the Smarter Mealtimes Movement and more.

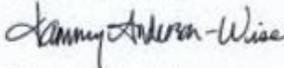
Advocacy

Dairy Council of CA educates, equips and informs local leaders, policymakers, educators, health and wellness professionals, and the dairy community with science-based, relevant and actionable information to ensure milk and dairy foods remain a recommended part of daily healthy food choices. We do this by developing public comments on nutrition programs and policies, as well as advancing nutrition science research and thought leadership at podiums, conferences, webinars and other key venues.



As we embark on a new chapter and a new year at Dairy Council of CA, we do so with continued dedication to our cause of elevating the health of our communities and serving as valuable stewards of industry dollars.

To continued success,



Tammy Anderson-Wise
CEO, Dairy Council of CA

LOCAL NEWS • News

NFL player and a cow team up to present \$10,000 grant to help Garden Grove kids get active and healthy



Los Angeles Chargers long snapper Josh Harris talks to kids at Evans Elementary School in Garden Grove, CA on Tuesday, November 15, 2022. Harris was speaking about health and nutrition during the NFL's Fuel Up to Play 60 program. A \$10,000 grant was given to the school district from the NFL and the Dairy Council of California to promote physical activity and healthy eating habits. (Photo by Paul Bersebach, Orange County Register/SONG)

By **PAUL BERSEBACH** | pbersebach@scng.com | Orange County Register
PUBLISHED: November 15, 2022 at 1:24 p.m. | UPDATED: November 15, 2022 at 4:34 p.m.

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by **PAUL BERSEBACH** | pbersebach@scng.com | Orange County Register

PUBLISHED: November 15, 2022 at 1:24 p.m. | UPDATED: November 15, 2022 at 4:34 p.m.

Students in Garden Grove will hopefully be a little healthier this year thanks to a \$10,000 grant.

The NFL's Fuel Up to Play 60 program and the Dairy Council of California teamed up to award the money to the Garden Grove Unified School District, which can be put toward student access to healthy meals as well as equipment and programs related to physical activity.



1 of 5

Students at Evans Elementary School in Garden Grove, CA give a milk toast during the NFL's Fuel Up to Play 60 program on Tuesday, November 15, 2022. A \$10,000 grant was given to the school district from the NFL and the Dairy Council of California to promote physical activity and healthy eating habits. (Photo by Paul Bersebach, Orange County Register/SCNG)



Los Angeles Chargers long snapper Josh Harris, along with Jersey cow Cinnamon and her handler, educated students at Evans Elementary School on exercise and healthy eating habits during the awarding of the grant.

Each of the 32 NFL teams along with local dairy councils select a school or school district to receive the grant.





2 of 5

Jersey cow "Cinnamon" greets students at Evans Elementary School in Garden Grove, CA as part of the NFL's Fuel Up to Play 60 program on Tuesday, November 15, 2022. A \$10,000 grant was given to the school district from the NFL and the Dairy Council of California to promote physical activity and healthy eating habits. (Photo by Paul Bersebach, Orange County Register/SCNG)



Los Angeles Chargers long snapper Josh Harris, along with Jersey cow Cinnamon and her handler, educated students at Evans Elementary School on exercise and healthy eating habits during the awarding of the grant.



3 of 5

School district, NFL and Dairy Council officials hold an oversized \$10,000 check at Evans Elementary School in Garden Grove, CA. The grant was given to the school district from the NFL and the Dairy Council of California to promote physical activity and healthy eating habits. (Photo by Paul Bersebach, Orange County Register/SCNG)



Los Angeles Chargers long snapper Josh Harris, along with Jersey cow Cinnamon and her handler, educated students at Evans Elementary School on exercise and healthy eating habits during the awarding of the grant.

Each of the 32 NFL teams along with local dairy councils select a school or school district to



4 of 5

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5 of 5

Los Angeles Chargers long snapper Josh Harris talks to kids at Evans Elementary School in Garden Grove, CA on Tuesday, November 15, 2022. Harris was speaking about health and nutrition during the NFL's Fuel Up to Play 60 program. A \$10,000 grant was given to the school district from the NFL and the Dairy Council of California to promote physical activity and healthy eating habits. (Photo by Paul Bersebach, Orange County Register/SCNG)



THE EPOCH TIMES



Los Angeles Chargers player Josh Harris speaks to children about the importance of healthy eating at Ethel M Evans Elementary School in Garden Grove, Calif., on Nov. 15, 2022. (John Fredricks/The Epoch Times)

ORANGE COUNTY COMMUNITY

Los Angeles Chargers Donate \$10,000 to Garden Grove Unified Schools

By [Carol Cassis](#) | November 15, 2022 Updated: November 15, 2022

A Print

GARDEN GROVE, Calif.—In an effort to promote healthy diets and physical activity, the [Los Angeles Chargers](#) has teamed up with the Dairy Council of California—a state agency aimed at providing nutrition education to children—to award \$10,000 to the Garden Grove Unified School District on Nov. 15.

During an assembly at Ethel M. Evans Elementary School, star player Josh Harris and Dairy Council representative Alyssa McClelland handed a giant check to district staff in front of students.

“We’re really excited to present this check to the community so that you all can have access to some healthy options ... continue to grow and become big and strong,” Harris said during the assembly.



Los Angeles Chargers player Josh Harris speaks to children about the importance of healthy eating at Ethel M. Evans Elementary School in Garden Grove, Calif., on Nov. 15, 2022. (John Fredricks/The Epoch Times)



Garden Grove Unified School District officials receive a \$10,000 check from the Los Angeles Chargers and Dairy Council of California at Ethel M. Evans Elementary School in Garden Grove, Calif., on Nov. 15, 2022. (John Fredricks/The Epoch Times)

The funds will be used to provide healthy food and play equipment, among other resources, to children in the district to promote “healthy eating and habits,” according to district staff.

McClelland said local dairy councils across the nation team up with nearby National Football League (NFL) teams to present these donations to neighboring schools.

For the past nine years, the donation—known as the “Hometown Grant Check”—is given three times per year in California.



Children sit in on a school assembly for a program that educates students about dairy products at Ethel M. Evans Elementary School in Garden Grove, Calif., on Nov. 15, 2022. (John Fredricks/The Epoch Times)

The Dairy Council provides free nutrition education to children and adults through its website and free Mobile Dairy Classroom, where farm experts bring a live cow to schools and explain dairy production and the “importance” of including all five major food groups into daily diets.

After meeting the council’s cow named Cinnamon, each student was given their choice of either plain or chocolate milk in individual cartons from Rock View Family Farms, a Downey-based company dating back to 1927.



Children watch Cinnamon the cow at Ethel M. Evans Elementary School in Garden Grove, Calif., on Nov. 15, 2022. (John Fredricks/The Epoch Times)

Established over a century ago in San Francisco, the Dairy Council was created by prominent dairy industry leaders as a way to “protect the public’s good image of dairy in light of a foot-and-mouth disease outbreak” at the time, according to the [agency’s website](#).



MORNING AgClips
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Journal of School Health publishes lessons learned by Dairy Council of California

Article addressed issues of nutrition security that arose during the pandemic and the solutions Dairy Council of California implemented

PUBLISHED ON DECEMBER 15, 2022



“The COVID-19 pandemic intensified nutrition disparities for underserved populations as resources became more difficult to obtain. The ability to access nutritious foods and continue to develop healthy eating habits became more important than ever. Our Let’s Eat Healthy Initiative created a platform of information and

resource accessibility,” stated Dairy Council of California Officer of Partnerships and Programs Shannan Young. (U.S. Department of Agriculture, Public Domain)

SACRAMENTO — Dairy Council of California, a leader in nutrition education and advocacy, was recently published in the esteemed Journal of School Health. The article, titled “Collaborative Strategies to Improve Nutrition Security and Education: Lessons Learned During a Pandemic,” was co-authored by staff members and registered dietitian nutritionists Ashley Rosales, Shannan Young, Tracy Mendez, Kristal Shelden and Megan Holdaway. The article addressed issues of nutrition security that arose during the pandemic and the solutions Dairy Council of California implemented to improve nutrition and food access in the school environment.

“The COVID-19 pandemic intensified nutrition disparities for underserved populations as resources became more difficult to obtain. The ability to access nutritious foods and continue to develop healthy eating habits became more important than ever. Our Let’s Eat Healthy Initiative created a platform of information and resource accessibility,” stated Dairy Council of California Officer of Partnerships and Programs Shannan Young.

Solutions discussed in the article included:

- Improving access to school meals during the onset of the pandemic
- Innovating to make nutrition and agriculture education more accessible during extended school closures
- Integrating nutrition education and food access through partnerships

“We learned that now more than ever collaboration and idea sharing with partners is paramount to success during the pandemic and beyond. Having our article published in a periodical as well respected as the Journal of School Health amplifies our ability to share what we learned and hopefully continue to benefit others,” stated Dairy Council of California Nutrition Science Officer Ashley Rosales.

The Let’s Eat Healthy initiative is grounded in the Individual plus Policy, System, and Environmental (I + PSE) model, which uses a collaborative approach to implement policies, systems, and environments that promote nutrition and health while strengthening individual knowledge and behavior.

To view the article in its entirety, visit <https://onlinelibrary.wiley.com/doi/10.1111/josh.13247>.

About Dairy Council of California

For over a century, Dairy Council of California has empowered stakeholders, including educators, health professionals and community leaders, to elevate the health of children and families through the pursuit of lifelong healthy eating habits. Funded by California’s dairy farm families and local milk processors and under the guidance of California Department of Food

and Agriculture, Dairy Council of California's free science-based nutrition education resources, Mobile Dairy Classroom assemblies, training programs and online resources educate millions of students and families in California and throughout the United States. Learn more at HealthyEating.org.

–Dairy Council of California

Poppy Seeds

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DAIRY'S UNIQUE, ESSENTIAL ROLE IN PLANT-BASED MEALS

BY BESSIE O'CONNOR, RDN, DAIRY COUNCIL OF CALIFORNIA

Let's Eat Healthy 

At the 2022 California School Nutrition Association Conference in October, attendees had the opportunity to network with Dairy Council of California in the exhibit hall and participate in a session called “Be in the Know: 2022 Nutrition Trends for Foodservice Professionals.” If you missed this session, I encourage you to read the full Trends publication at HealthyEating.org/Trends.

The conference session sparked robust conversation about milk and dairy’s role in the plant-based movement, the vital contribution of school meals to nutrition security, and how collaboration can help overcome challenges. School foodservice professionals from across California asked questions and shared nutrition trends they were experiencing, including concern about an increase in doctor’s notes requiring vegan meals for students.

Although a variety of nutrients are needed to prevent deficiency and promote optimal health throughout the life span, healthy eating guidance is shifting away from nutrient-focused food groups to food-based dietary patterns. The three eating patterns recommended in the most recent Dietary Guidelines for Americans emphasize consuming a variety of plant-based foods, but they also include dairy to meet nutritional needs and reduce the risk for chronic diseases—which is why federal child nutrition programs include dairy. While these

recommendations are clear, many Americans are under consuming vegetables, fruits and dairy, resulting in nutrient gaps.¹

The shift in dietary guidance is influenced by research on the unique aspects of whole foods and their interaction as part of dietary patterns. The food matrix concept helps address why different foods and various levels of processing affect health differently. The unique structures and composition of whole foods provide functional health benefits beyond the nutrients contained in the foods.

The dairy food matrix is one of the most complex and diverse food matrices, and research continues to explore its unique health benefits, which include optimal growth, cognitive development², gut health³ and prevention of chronic diseases.⁴ Dairy milk, in comparison to plant-based alternative beverages, offers the most balanced distribution of energy from carbohydrates, protein and fat; coupled with its unique nutrient package, dairy milk can be difficult to replace in a healthy dietary pattern.⁵ As foodservice programs develop plant-forward menu items, milk and dairy remain unique and essential nutrient-dense contributions to support students’ proper growth, development and academic success.⁷

Dairy Council of California's Trends report can help school foodservice professionals navigate a changing environment while prioritizing the nutritional needs of growing students. Programs go beyond serving nutritious and delicious meals to also provide nutrition education and support staff professional development, and Dairy Council of California's Let's Eat Healthy initiative can provide tangible strategies to achieve foodservice goals. Let's Eat Healthy envisions a future of nutrition equity, where each and every child has access to the healthy foods and supports necessary to reach their full potential. Join the Let's Eat Healthy initiative at HealthyEating.org/Join, and let's work together to end hunger and increase healthy eating.

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Guest Columns

Perspective:
Dairy Nutrition

Collaboration is key to past, present and future success

Tammy Anderson-Wise

Tammy Anderson-Wise, CEO of Dairy Council of California, contributes this column exclusively for Cheese Market News®.

As we welcome in 2023 and reflect on the accomplishments of the last year at Dairy Council of California on behalf of the dairy community, I look forward to transitioning the reins and the path ahead. At the heart of success lies something core to Dairy Council of California: collaboration. The time is ripe for even more of it to make a difference in elevating the health of children and families.

In 2020, Dairy Council of California launched the Let's Eat Healthy initiative. Let's Eat Healthy is built on multidisciplinary coordination, collaboration and co-creation to champion community health. The initiative has its sight set on a vision of nutrition equity, where each and every child has access to the healthy foods and supports necessary to reach their full potential for growth, health and learning. To date, Let's Eat Healthy has grown to include nearly 300 educators, school foodservice staff, health professionals, community leaders and the dairy community, all working to ensure the unique and culturally diverse nutritional needs of children and their families are met. Importantly, it is synergistic to the White House National Strategy on Hunger, Nutrition and Health.

- The White House takes action on nutrition

The national strategy was released in September, in conjunction with the historic White House Conference on Hunger, Nutrition and Health. The strategy represents a comprehensive agenda to end hunger and increase healthy eating and physical activity by 2030, while reducing health disparities so fewer Americans experience diet-related diseases. Three of the strategy's five pillars align closely with the work of Let's Eat Healthy and are important opportunities for makers of milk, cheese and other dairy foods to ensure these foods are included in healthy eating patterns.

- Pillar 1: Improve food access and affordability

Milk, cheese and yogurt are affordable, nutrient-dense foods that improve diet quality and are an essential part of federal meal programs. Access to high-quality foods like dairy foods is especially important during pregnancy and early childhood and can positively impact lifelong health. The dairy community can advance this pillar by supporting federal nutrition assistance programs like the National School Lunch Program and the Special Supplemental Nutrition Program for Women, Infants and Children that provide a critical safety net for underserved communities. There is also an opportunity to increase coordination between USDA Food and Nutrition Assistance Programs and partner organizations to provide comprehensive food and agricultural education that connects communities to a variety of local agriculture, including high-quality plant and animal-sourced foods.

- Pillar 2: Integrate nutrition and health

Research continues to show that a healthy eating pattern, which includes dairy foods, is associated with reduced risk of cardiovascular disease, Type 2 diabetes and obesity. The dairy community can further this understanding by continuing its commitment to providing evidence-based nutrition education, programs and research that demonstrate dairy's contributions to achieving nutrition security and elevating health. Let's Eat Healthy commits to providing nutrition education as part of a larger systems approach to health, delivered through schools, communities and policies. Let's Eat Healthy can support nutrition education in a variety of learning settings, from classrooms to farms to community centers. Nutrition education, when supported by policy, system and environmental interventions, serves as a strong catalyst to elevate the health of communities.

- Pillar 3: Empower all consumers to make and have access to healthy choices

Through this pillar, the administration will aim to improve food labeling — which includes revising how “healthy” is defined — and to make the healthier choice the easier choice through education and nutrition policy actions. The dairy community can play a role in this pillar by being a partner in championing nutrition research, education and advocacy, which advance the understanding of dairy foods' unique nutrition and health attributes.

- Opportunity abounds to elevate health

At Dairy Council of California, we believe that collaboration is vital to ensure children are supported to grow healthfully and to improve community health. Collaborative efforts can have a larger impact than any individual



organization on the health of children and families. For that reason, we encourage all members of the dairy community to get involved.

Learn more about the White House national strategy and become a Let's Eat Healthy partner, where we ask that you serve as an advocate for science-based nutrition and agricultural literacy and for community solutions that support nutrition security and nutrition education. By working together, the dairy community can make an even bigger impact. Become a partner in elevating health at HealthyEating.org/Join.

CMN

The views expressed by CMN's guest columnists are their own opinions and do not necessarily reflect those of Cheese Market News®.