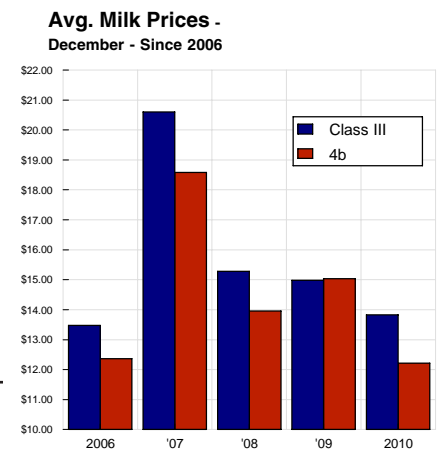




# CHEESE REPORTER

Vol. 135, No. 28 • Friday, January 7, 2011 • Madison, Wisconsin



## Cheese Production Jumped 6.0% In November; Butter Output Rose 9.8%; Yogurt Production Soared 17.3%

Washington—US cheese production during November totaled 889.6 million pounds, up 6.0 percent from November 2009, USDA's National Agricultural Statistics Service (NASS) reported Monday.

That was the largest percentage increase in cheese output in the first 11 months of 2010; the previous high had been 5.1 percent, in June.

Cheese production during the first 11 months of 2010 totaled 9.548 billion pounds, up 3.3 percent from the first 11 months of 2009.

November cheese production in the three US regions, with comparisons to November 2009, was as follows: Central, 385.6 million pounds, up 2.0 percent; West, 384.2 million pounds, up 10.4 percent; and Atlantic, 119.8 million pounds, up 5.6 percent.

Cheese production in the leading states during November, with comparisons to November 2009, was as follows: Wisconsin, 217.2 million pounds, up 0.4 percent; California, 188.9 million pounds, up 10.5 percent; Idaho, 70.7 million pounds, up 2.3 percent; New York, 67.2 million pounds, up 6.0 percent; New Mexico, 66.3 million pounds, up 23.4 percent; Minnesota, 48.7 million pounds, down 6.0 percent; Pennsylvania, 34.1 million pounds, up 4.3 percent; South Dakota, 21.0 million pounds, up 13.3 percent; Iowa, 19.6 million pounds, up 1.0 percent; and Ohio, 17.6 million pounds, up 1.1 percent.

American-type cheese production during November totaled 350.3 mil-

• See **Dairy Output Rises**, p. 6

## Obama Signs Food Safety Bill; Funding It Could Become An Issue

Washington—President Obama on Tuesday signed the most significant overhaul of the US food safety system in over 70 years as some lawmakers complained that the measure is too expensive.

Some Republican lawmakers say the \$1.4 billion, five-year price tag is too much and needs more scrutiny.

"I think we'll look very carefully at the funding before we support \$1.4 billion," said US Rep. Jack Kingston (R-GA), who added that the Food and Drug Administration (FDA) is doing a "very decent job on food safety already."

But US Sen. Tom Harkin (D-IA), who helped write and pass the FDA Food Safety Modernization Act in the Senate, said, "When you consider that foodborne disease outbreaks cost consumers and industry approximately \$152 billion a year, providing the FDA with approximately \$300 million per year to fund these new protections is a bargain, and an important commitment for the Congress to make."

FDA noted that the funding it has available through the annual budget cycle and fees impacts the number of full-time equivalent employees it has

and will be a factor in the way that the agency handles its activities, including the way that the new law is implemented.

For example, the inspection schedule in the new law would increase the burden on FDA's inspection functions. Without additional funding, FDA said it "will be challenged in implementing the legislation fully without compromising other key functions."

The new law directs FDA, working with a wide range of public and private partners, to build a new system of food safety oversight, one focused on applying, more comprehensively than ever, the best available science and common sense to prevent problems that can make people sick.

FDA explained that the major elements of the new law can be divided into five key areas:

■ **Preventive Controls:** For the first time, FDA has a legislative mandate to require comprehensive, prevention-based controls across the food supply.

■ **Inspection and Compliance:** The law recognizes that inspection is an important means of holding

industry accountable for its responsibility to produce safe food; thus, the law specifies how often FDA should inspect food manufacturers.

Under the law, high-risk domestic facilities must receive an initial inspection within the next five years and no less than every three years after that. During the next year, FDA must inspect at least 600 foreign food facilities and double the number of those inspections every year for the next five years.

■ **Imported Food Safety:** FDA has new tools to ensure that imported foods meet US standards and are safe for consumers.

Specific new authorities under the new law include: importers must verify that their foreign suppliers have adequate preventive controls in place to ensure safety; FDA will be able to accredit qualified third party auditors to certify that foreign food facilities are complying with US food safety standards; FDA now has the authority to require that high-risk imported foods be accompanied by a credible third-party certification as a condition of admission into the US;

• See **Food Safety Law**, p. 5

## New Consumer-Level Food Loss Estimates Reduce Per Capita Dairy Consumption

### Substantially Higher Percentages Of Uneaten Foods Indicated For Some Dairy Products

Washington—Adopting new proposed estimates for consumer-level food losses results in 8.96 fewer pounds per capita per year (down 4.8 percent), or 23.6 fewer calories from dairy products per day (down 9.1 percent), according to a new report.

*Consumer-Level Food Loss Estimates and Their Use in the ERS Loss-Adjusted Food Availability Data* was released this week by USDA's Economic Research Service (ERS).

The Food Availability (per capita) Data System developed by ERS tracks annual food and nutrient availability (a proxy for consumption) in the US since 1909 for several hundred commodities, including numerous dairy products.

Because the core food availability data series in the system overstates

actual consumption, ERS has added another series to the system, the loss-adjusted food availability data, which adjusts the food availability data for nonedible food parts and food losses, including losses from farm to retail, at retail, and at the consumer level. This second data series more closely estimates per capita consumption.

In 2007, ERS established an agreement with RTI International to propose new conversion factors for loss of the edible share of food at the consumer level for each of the hundreds of commodities covered in the loss-adjusted food availability data series. The purpose of this new ERS report is to provide documentation about the proposed estimates and to make these estimates available for public comment.

The study's focus is on food losses at the consumer level (other than losses of the inedible share of food,

• See **Food Loss Estimates**, p. 7

## Whey Protein Concentrate Gains Food-Aid Inroads In Draft Recommendation, Request For Proposal

Arlington, VA—A new draft report from the Tufts University Friedman School of Nutrition Science and Policy, commissioned by the US Agency for International Development (USAID), gives further backing to the use of whey protein concentrate (WPC) in certain food aid products, the US Dairy Export Council (USDEC) reported this week.

Meanwhile, a US Department of Agriculture (USDA) draft request for proposal creates new commercial outlets for US whey protein concentrate (WPC) and nonfat dry milk

• See **WPC In Food Aid**, p. 3

### INSIDE THIS ISSUE:

|  |       |
|--|-------|
| 'Food Safety Good For Industry' Changes At Marin French Cheese | p. 2  |
| "The New Gov And Dairy"  | p. 4  |
| Ag Leaders Announced   | p. 7  |
| All Dairy Product Prices                                       | p. 12 |



# CHEESE REPORTER

Cheese Reporter Publishing Co. Inc. © 2011  
2810 Crossroads Drive, Suite 3000  
Madison, WI 53718-7972  
(608) 246-8430 • Fax (608) 246-8431  
<http://www.cheesereporter.com>

**DICK GROVES**

Publisher/Editor  
e-mail: [dgroves@cheesereporter.com](mailto:dgroves@cheesereporter.com)  
608-316-3791

**MOIRA CROWLEY**

Specialty Cheese Editor  
e-mail: [mcrowley@cheesereporter.com](mailto:mcrowley@cheesereporter.com)  
608-316-3793

**KEVIN THOME**

Advertising & Marketing Director  
e-mail: [kthome@cheesereporter.com](mailto:kthome@cheesereporter.com)  
608-316-3792

**BETTY MERKES**

Classifieds/Circulation Manager  
e-mail: [info@cheesereporter.com](mailto:info@cheesereporter.com)  
608-316-3790

**REGULAR CONTRIBUTORS:**

Mike Comotto, Bob Cropp, Don Dahlstrom,  
Neville McNaughton, Ray Mueller,  
Rice Dairy, Dan Strongin, John Umhoefer  
You can e-mail our contributors at:  
[contributors@cheesereporter.com](mailto:contributors@cheesereporter.com)

The Cheese Reporter is the official  
publication of the following dairy associations:

**California Cheese & Butter Association**

Lisa Waters,  
1011 Pebble Beach Drive, Clayton, CA 94517

**Central Wisconsin Cheesemakers' and**

**Buttermakers' Association**  
Jim Mildbrand, PO Box 160  
Greenwood, WI 54437

**Cheese Importers Association of America**

204 E St. NE, Washington, DC 20002

**Eastern Wisconsin Cheesemakers' and**

**Buttermakers' Association**  
Barb Henning, Henning's Cheese  
21812 Ucker Road, Kiel, WI 53042

**International Dairy-Deli-Bakery Association**

Carol Christison, P.O. Box 5528,  
Madison, WI 53705

**Missouri Butter & Cheese Institute**

Terry S. Long, 19107 Factory Creek Road,  
Jamestown, MO 65046

**Nebraska Cheese Association**

Ed Price, 3104 Nebraska, Fremont, NE 68025

**New York State Cheese Manufacturer's Assn**

Kathryn Boor, 11 Stocking Hall,  
Cornell University, Ithaca, NY 14853

**North Central Cheese Industries Association**

Lloyd Metzger, SDSU, Box 2104,  
Brookings, SD 57007

**North Dakota Cheese Makers' Assn**

Chuck Knetter, P.O. Box 309,  
Medina, ND 58467

**Ohio Swiss Cheese Association**

Darlene Miller, P.O. Box 445,  
Sugar Creek, OH 44681

**South Dakota State Dairy Association**

Howard Bonnemann, SDSU, Box 2104,  
Brookings, SD 57007

**Southwestern Wisconsin****Cheese Makers' Association**

Myron Olson, Chalet Cheese Coop,  
N4858 Cty Hwy N, Monroe, WI 53566

**Wisconsin Cheese Makers' Association**

John Umhoefer, 8030 Excelsior Drive,  
Suite 305, Madison, WI 53717

**Wisconsin Dairy Products Association**

Brad Legreid, 8383 Greenway Blvd.,  
Middleton, WI 53562

## EDITORIAL COMMENT

**DICK GROVES**

Publisher / Editor  
Cheese Reporter  
[dgroves@cheesereporter.com](mailto:dgroves@cheesereporter.com)

...for food manufacturers, it boosts the confidence that retailers, wholesalers, restaurants and consumers have in the food supply.

### Why The New Food Safety Law Is Good For The Food Industry

A few weeks ago, we were prepared to comment in this space that the failure of Congress to pass food safety legislation was a good thing for the food industry, that starting over when the new Congress started business in 2011 would allow for a fresh look at this significant legislation and perhaps, in the end, a better law.

Well, a funny thing happened before we got around to preparing those comments: the lame-duck Congress actually managed to strike a deal and pass the Food Safety Modernization Act a few days before recessing for the year. And as reported on our front page this week, President Obama on Tuesday signed this landmark measure into law.

After mulling over this sudden congressional turnaround on the Food Safety Modernization Act, we've concluded that the passage of this bill is actually a positive development for the food industry. There are a couple of key reasons why.

First, this removes all the potential lingering speculation that has circulated since food safety legislation first started garnering attention in Washington a few years ago. Had Congress failed to pass legislation in 2010, we might have had two more years, maybe four more years, maybe even more, of new legislation being introduced, more hearings, etc.

And what would that have meant? For one thing, more speculation about what exactly a food safety bill would contain, but with nothing to show for it except a lot of speculation.

Think about the legislative history of this new food safety law. Our lead story on April 18, 2008, concerned a discussion draft of the Food and Drug Administration Globalization Act of 2008 that was released by the House Energy and Commerce Committee. That was in the second session (year) of the 110th Congress; the 112th Congress took office this week.

That lead story from almost three years ago mentions that the discussion draft actually builds on legislation introduced previously, as well as findings from subcommittee investigations, a report from FDA's Science

Board, the Bush administration's food protection and import safety plans, plus key stakeholder input.

In other words, a lot of time, energy and effort went into a discussion draft that was circulated almost three years ago. What good does starting this whole process over do?

Related to this point, as bills were introduced, hearings conducted, etc., how many positive comments were actually made about the current food safety system? Not many.

Does the food industry really want to go through another lengthy process of writing food safety legislation and hearing about how inadequate current food safety measures are? And how many more times does the food industry really want to hear lawmakers, consumer advocates and others talk about the tremendous toll foodborne illness takes every year?

The other reason why this new food safety law is a positive development for the food industry is because it has already served to boost confidence in the food supply. More specifically, for food manufacturers, it boosts the confidence that retailers, wholesalers, restaurants and consumers have in the food supply.

That was something we didn't realize until Congress finally passed the Food Safety Modernization Act last month. Then, looking over responses from various food and consumer organizations, we realized that this new law had, just by being passed, actually increased confidence in food safety.

For example, Leslie G. Sarasin, president and CEO of the Food Marketing Institute, said her organization's members (food retailers and wholesalers) support, among other things, the requirement that every food manufacturer develop and employ food safety plans. FMI, she said, welcomes the enhanced measures of this legislation to protect the food supply for its members.

Scott DeFife, executive vice president of policy and government affairs at the National Restaurant Association, said the restaurant industry welcomes passage of the food safety bill, and that enhance-

ments to the current food safety system, such as food safety plans and increased inspections, "are all important measures to ensure the food entering the supply chain is safe."

So wholesalers and retailers, as well as the restaurant industry, seem pleased with the new law. What about consumers, or at least the organizations that represent them?

Well, the new law was praised by, among others, Consumers Union (which publishes Consumer Reports magazine), Consumer Federation of America, and the Center for Science in the Public Interest. These are some pretty nice endorsements, and in fact we can't help but appreciate their praise for the new law while at the same time wondering how they might have reacted had the legislation failed to pass (hint: all have been highly critical of the current food safety system).

While there are compelling reasons to view the new food safety law positively, there are at least a couple of potential problems down the road. One is simply that the law grants some new powers (some critics say too many new powers) to regulators, new powers that aren't really needed to ensure a safe food supply.

In that respect, we would urge FDA to implement this new law cautiously. Making the food supply safer is one thing; requiring more paperwork to be filled out, reports to be filed, etc., without any real benefits (safer food) is another.

From that perspective, it might be beneficial that the new law was passed by a pretty activist Congress, but its implementation will be overseen by a more cautious Congress.

Related to that point, the new law will require additional funding, something that won't be easy to find in this new Congress. Here, we hope Congress provides FDA with what the law requires. We can't imagine any favorable publicity coming from a situation where Congress opts not to fund efforts to ensure safe food.

All in all, and at this point in the process, the new food safety law looks like a pretty good deal for the food industry. **■**

### Marin French Cheese Company Announces New Management Team

**Petaluma, CA**—Marin French Cheese Company continues to produce and market award-winning specialty cheeses with a new management team put in place by owner Jim Boyce before his recent death.

The new team is headed by president Maxx Sherman and national sales manager Suzanne Reifers.

Sherman, the former sales manager at Marin French, and Reifers, who has been involved in the specialty cheese business for a number of years and is the former marketing manager for Laura Chenel's Chevre, plan to honor Boyce's vision for the company and are setting it on a course to more than double the company's production.

Other key members of the Marin French management team are cheese maker Alex Borgo, who brings considerable production experience from stints in Switzerland and Canada, as well as Marin French veterans, general manager Cheri Katen and shipping managers Kathy Bordessa and Luis Romo. Together, Katen and Bordessa have more than 50 years of experience with Marin French Cheese.

Marin French Cheese has plans for opening new aging rooms for its cheeses and a state-of-the-art production facility in 2011-2012 to meet the increasing demand for California Brie and Camember. The company's products can be found throughout the US. **r**

### Performance Food Group Acquires California-Based Ledyard Company

**Richmond, VA**—Performance Food Group has announced the acquisition of Ledyard Company, a broadline foodservice distribution company in Santa Cruz, CA.

Ledyard Company was established in 1929 as a local distributor of food, equipment and supplies to restaurants and institutions in central and northern California. Today, the company provides a complete line of frozen and refrigerated foods, dairy and produce, and other products.

"The addition of Ledyard will allow us to increase our presence on the West Coast," said George Holm, president and CEO of Performance Food Group.

"This is an exciting time for Ledyard. We have been and will continue to be true partners with our operators," said Richard Fontana, president of Ledyard.

Performance Food Group Company delivers over 94,000 national and proprietary branded food and food-related products, including a number of cheeses. **r**

### WPC In Food Aid

(Continued from p. 1)

(NDM) in emergency food products, according to USDEC.

The Tufts' Food Aid Quality Review (FAQR) draft report recommends including dairy, specifically WPC-80 at 3 percent, in the reformulation of corn-soy-blend, wheat-soy-blend and other similar fortified blended foods designed for the treatment and/or prevention of moderate acute malnutrition for children under 24 months of age and for other specific nutritional purposes.

**"Should aid agencies follow through on the Tufts recommendations, it would represent more than 9,000 metric tons of incremental WPC sales.**

—Veronique Lagrange,  
USDEC's vice president,  
strategic research and insights

"Years of scientific research have demonstrated that animal source protein, including dairy, is essential for recovery from undernutrition and for healthy growth," said Nina Schlossman, nutritionist and a lead author of the Tufts review.

Although the draft specifically cites WPC-80, "we also leave the door open for other dairy ingredients," Schlossman said.

Tufts cited the protein quality of WPC-80 (as measured by its Protein Digestibility Corrected Amino Acid Score, or PDCAAS), its nutrient value per volume, its relatively stable price over the past decade (compared to milk powder), and its absence of fat as factors in favor of its use.

Milk powder remains the ingredient of choice for the United Nation's World Food Programs "Corn Soy Blend++" product, and its demand is unaffected, USDEC noted.

The Tufts draft also recommends WPC-80 over soy protein isolate, due to whey protein's more favorable amino acid profile.

"Should aid agencies follow through on the Tufts recommendations, it would represent more than 9,000 metric tons of incremental WPC sales based solely on USDA's corn-soy-blend use in food aid programs in 2009," said Veronique Lagrange, USDEC's vice president, strategic research and insights.

"Initial volumes, in other words, are only the tip of the iceberg in terms of ultimate demand," Lagrange added.

The second dairy-related food aid development, USDA's draft RFP, is not only notable for its dairy requirements, but also because this is the first time the agency is sourcing and

will be purchasing such products, USDEC noted.

USDA issued an RFP for three ready-to-eat meal replacement products (Paste (A-20), Rice Bar (A-28), and Wheat Bar (A-29)). Comments on the draft RFP are due January 13, 2011).

The RFP mandates a protein content of up to 11 percent and a PDCAAS of 1, and that the product contain both US-produced nonfat dry milk and WPC-80. The maximum contract amount is for 50 million units (50-gram pouch) of ready-to-eat paste and 54 million units of ready-to-eat bars (55.5 grams each), which would represent a volume of 1,100 metric tons of milk powder or 550 metric tons of WPC-80, or a combination of both, USDEC noted.

The products will be used in international food aid administered by USDA, USDA's Foreign Agricultural Service (FAS), and USAID.

UNICEF and Doctors-Without-Borders have strongly advocated the use of ready-to-use therapeutic foods (RUTF) for the treatment of acute malnutrition and for vulnerable populations in emergency situations. In 2010, UNICEF purchased and distributed 1.229 million cartons of RUTE, up from 587,000 cartons in

2009, and only 240 in 2000.

"According to UNICEF, demand for ready-to-use meal replacements and supplements will continue to grow exponentially in the future," Lagrange said. "Efforts are being made to manufacture and source the products locally, but short lead times and prompt response are critical in emergency situations.

"Hence, manufacture in countries such as the United States is critical to meeting nutritional needs during crises," Lagrange added.

Together, the Tufts draft and USDA's draft RFP "offer further signs of expanded use of high-value dairy ingredients in what is essentially a new commercial channel for the US dairy industry," USDEC's LaGrange noted.

The Tufts and USDA drafts follow last summer's breakthrough for dairy ingredient use in food aid, when the Office of Food for Peace approved WPC-80 and WPC-34 to be used in programs administered by the USAID, a change petitioned by USDEC.

"A couple of US companies and USDEC members have already been very active on their own in this field and have developed capacity over the past year to meet the emerging demand of this channel," Lagrange said. **r**



## Free-Flow<sup>®</sup> NG

**The New Great Performance Anti-Cake From Allied Blending**

*Excellent Flowability  
Even Coverage  
Extremely Low Dust  
No Taste Profile*

*See how Allied Blending can customize our products to meet your performance needs.*

*We can find the solution that works best for you!*

**Allied Blending  
& Ingredients<sup>®</sup>**

**One Company — Many Capabilities**

Phone: 800-758-4080  
Email: [sales@alliedblending.com](mailto:sales@alliedblending.com)  
[www.alliedblending.com](http://www.alliedblending.com)

For more information, circle #1 on the Reader Response Card on p. 10

## WCMA PERSPECTIVES



**JOHN UMHOEFER**

Executive Director  
Wisconsin Cheese Makers Association  
608-828-4550  
jumhoefer@wischeesemakersassn.org

### Governor Walker and Dairy Share Goals

This week, incoming Wisconsin Governor Scott Walker announced initial legislation to address his stated top three priorities for Wisconsin: "Jobs, jobs and jobs."

Cheese production is the leading edge of Wisconsin's \$26 billion dairy economic engine and Wisconsin cheesemakers are adding jobs and building dairy plants. Governor Walker and the Wisconsin dairy industry share similar legislative priorities.

#### Regulatory Reform

Governor Walker and dairy manufacturers agree that reform of state regulatory processes will stimulate growth and job creation.

New legislation from the Walker Administration will take a multi-pronged approach to improve Wisconsin's regulatory climate. First, it will state that an agency may not create rules more restrictive than the regulatory standards or thresholds provided by the Legislature.

Second, it will allow rules to be challenged in the county circuit court where the plaintiff resides. Third, this legislation will require the governor to approve proposed rules.

Walker states that, "Our proposal will take the power of regulating away from unelected bureaucrats and put it back where it belongs—in the hands of the people."

WCMA has expressed concern, in particular, with regulation from the Wisconsin Department of Natural Resources. The state DNR exceeds its regulatory authority when staff add restrictions to wastewater permits not supported by statute or regulation. This "regulation by permit" creates uncertainty for business and adds cost.

WCMA is also concerned that DNR promotes regulation in advance of neighboring states and states that compete with our dairy industry. Most recently, new regulation in Wisconsin cut phosphorus emissions 10- to 20-fold for dairy manufacturers, food processors and municipalities.

Wisconsin's uptake of these new restrictions (sought by US EPA) moved through the state rulemaking process at break-neck speed in 2010. Wisconsin manufacturers now face millions of dollars in new costs to remove phosphorus, years in advance of any regulatory activity in other states.

#### Investment Tax Credits

Governor Walker outlined this week several proposals for tax credits that incent businesses to grow in Wisconsin. In one proposal, companies new to Wisconsin would receive a credit equal to their first two years of income and franchise tax liability. Another proposal would increase the

Economic Development Tax Credit fund by \$25 million.

For the dairy industry, WCMA supports an extension of the state's Dairy Manufacturing Facility Investment Tax Credit beyond its sunset on Jan. 1, 2015. In the last three years, this modestly funded (\$700,000 in total) annual tax credit has spurred more than \$100 million in new brick & mortar construction and equipment purchases at dairy plants and has added hundreds of full-time jobs.

WCMA proposes expansion of this investment credit program to \$2 million annually, with a cap of \$250,000 per project.

#### Babcock Hall Reconstruction

Built in 1950, Babcock Hall is a crucial teaching and research hub and home to the Wisconsin Center for Dairy Research, a collection of world-class researchers whose research, training, trouble-shooting and product development skills have helped revitalize Wisconsin's dairy industry.

Wisconsin Cheese Makers Association, along with Wisconsin Center for Dairy Research and the food science department, has identified the reconstruction and expansion of the Babcock Hall dairy plant as crucial to Wisconsin's dairy future.

In December, WCMA announced a \$500,000 pledge to kick-off a fund drive for Babcock Hall and urged the rest of the dairy industry to join this effort.

WCMA proposes that the Walker administration support reconstruction of Babcock Hall as a crucial Wisconsin business development priority and fast-track approval of a construction plan and budget.

#### Raw Milk

Wisconsin's dairy processing industry strongly opposes the sale of unpasteurized beverage milk from farms to consumers.

With a focus on business growth, the Walker administration can and should protect Wisconsin's reputation for providing safe, wholesome and delicious dairy foods to consumers across the United States. An illness outbreak (or repeated outbreaks) associated with raw milk sales has the potential to undermine consumer confidence in Wisconsin dairy products.

As a new legislative session begins in Madison, WCMA will seek Walker administration support for pasteurization of beverage milk in the interest of consumer safety and the hard-won reputation of the state dairy industry.

**John Umhoefer has served as executive director of the Wisconsin Cheese Makers Association since 1992. You can phone John at (608) 828-4550; Fax him at (608) 828-4551; or e-mail John Umhoefer at jumhoefer@wischeesemakersassn.org See past columns at www.cheesereporter.com.**

## FROM OUR ARCHIVES

### 50 YEARS AGO

Jan. 6, 1961: **Washington**—Wisconsin and Minnesota congressmen joined forces in a bipartisan effort to tear down the barriers against the interstate shipment of Grade A milk. Their bill, one of almost 400 introduced in the opening hours of the 87th Congress, is identical to a measure proposed last year.

**New York**—President-elect John Kennedy this week held a conference here to deal with what he called the "farm crisis." Kennedy did so after saying he is seriously considering appointment of a world-roving ambassador to represent him in talks with high foreign officials, including government chiefs.

### 25 YEARS AGO

Jan. 3, 1986: **Nokomis, FL**—J. Addison England, 76, longtime cheese industry insurance representative in Wisconsin, died Jan. 6 here in an automobile accident. It was England's idea that Wisconsin cheese makers build the World's Largest Cheese exhibit at the New York World's Fair in 1964 and 1965.

**Washington**—US Secretary of Agriculture John Block this week announced he will resign from his post, effective some time next month. Block said he had accomplished his top goal – pushing through Congress a new five-year bill that aims to make US agriculture more market-oriented.

### 10 YEARS AGO

Jan. 5, 2001: **Kansas City, MO**—Dairy Farmers of America (DFA), the nation's largest dairy cooperative, has sold its cheese plant in Pollock, SD, to joint venture partner DairiConcepts, based in Springfield, MO. This spring, as the newest member of DairiConcepts' manufacturing team, the Pollock facility will begin producing cheese and dairy-based ingredients for sophisticated food applications.

**Madison**—Inspectors for the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) are not finding milk protein concentrates in the state's cheese plants, according to DATCP secretary Ben Brancel. Wisconsin Farmers Union (WFOU) president Bill Brey had asked Brancel and other state officials to investigate the possible use of milk protein concentrates in the manufacture of cheese in Wisconsin.

We're in this  
**together...**

Hand & Surface Sanitation

Metal Detectable Products

Sanitation & Environmental Testing

Color-Coded Products

No matter what level of **SQF certification** you are trying to achieve – Food Safety Fundamentals, HACCP Food Safety Plans, or Quality Management Systems, **we can help!**

Let's work together to provide safe food through SQF certification.  
Call Nelson-Jameson first for all your supply needs.

**NELSON JAMESON**  
INC.

**1-800-826-8302**  
www.nelsonjameson.com

For more information, circle #2 on the Reader Response Card on p. 10

## Higher-Protein Diet Can Help Prevent Weight Regain Following Weight Loss

Rosemont, IL—A higher-protein diet paired with lower intake of refined starches such as white bread or other high-glycemic-index (GI) foods can provide an effective approach to prevent weight regain following weight loss, according to a multinational clinical study.

Eight European research centers collaborated on the study, called Diogenes (Diet, Obesity and Genes), which investigated the effectiveness of diets varying in protein content and glycemic index on preventing weight regain following a period of weight loss. Results were published in a recent issue of the *New England Journal of Medicine*.

Dairy products, which are typically categorized as low-glycemic-index foods, and dairy ingredients provide a good source of protein and can play a valuable role in building a higher-protein diet to help maintain a healthy weight, according to the Dairy Research Institute, which manages pre-competitive dairy research in nutrition, products and sustainability on behalf of the Innovation Center for US Dairy and the National Dairy Council.

"Research on weight has steadily evolved during the last 10 years," noted Greg Miller, Dairy Research Institute president. "Researchers continue to demonstrate the connection between higher-protein diets and healthy weight and the results reported by the Diogenes investigators provide further evidence for that relationship."

For this study, overweight and obese adults initially underwent an eight-week weight loss phase where they consumed a low-calorie diet. Following successful weight loss, participants were randomly assigned to one of five different diets in which there were no restrictions on calorie intake, but they had to choose from foods that fit one of five profiles: low protein/low GI, low protein/high GI, high protein/low GI, high protein/high GI, or a control diet which followed the dietary guidelines in their respective country.

Results showed that a diet consisting of a higher protein content and low-glycemic-index foods helped ensure overweight people who lost weight were better able to maintain their weight loss.

"Advancing the science surrounding metabolic health, including healthy weight maintenance, is increasingly important in light of the nation's obesity epidemic and rising health care costs," said Kevin Ponticelli, board of directors chair, Dairy Research Institute, and executive vice president of Dairy Management Inc. "Metabolic health is a nutrition research priority for the industry. We are committed to better understanding the effects of dairy consumption on weight, heart disease and diabetes." •

## Food Safety Law

(Continued from p. 1)

additional resources are directed toward foreign inspections; and FDA now has the authority to refuse entry into the US of a food that has refused US inspection.

■ **Response:** For the first time, FDA will have mandatory recall authority for all food products. The agency expects that it will only need to invoke this authority infrequently since the food industry largely honors its requests for voluntary recalls.

■ **Enhanced Partnerships:** The law recognizes the importance of strengthening existing collaboration among all food safety agencies—US federal, state, local, territorial, tribal and foreign—to achieve public health goals. For example, it directs FDA to improve training of state, local, territorial and tribal food safety officials.

A long-term process will be needed to build this new food safety system based on prevention, FDA noted. Congress has established specific implementation dates in the legislation.

Some authorities will go into effect quickly, such as mandatory recall authority, while others require FDA to prepare and issue regulations and guidance documents.

The new law was welcomed by several food and farm industry organizations as well as a prominent consumer group.

"This landmark legislation provides FDA with the resources and authorities the agency needs to help strengthen our nation's food safety system by making prevention the focus of our food safety strategies, and will help restore the public's faith in the safety and security of the food supply," said Pamela G. Bailey, of the Grocery Manufacturers Association (GMA).

ciation (GMA).

"I am proud of the food industry for its support of landmark food safety legislation and our efforts to protect consumers and provide them a safe food supply," said Richard Wolford, GMA's chairman of the board and chairman, president and CEO of Del Monte Foods.

## IDFA To Offer Webinar On Understanding New Food Safety Law

Washington—The International Dairy Foods Association (IDFA) announced that it will offer a webinar entitled "Understanding the New Food Safety Law" on January 13.

The webinar, open to all dairy industry participants, will be led by Joseph A. Levitt, a partner at Hogan Lovells US LLP and the former director of the Food and Drug Administration's Center for Food Safety and Applied Nutrition.

Levitt will discuss what is needed to know to get ready for implementation of the Food Safety Modernization Act, including the new responsibilities for food companies, new enforcement powers for FDA,

"This legislation will strengthen the safety of our nation's food supply, give FDA much-needed resources to effectively monitor and regulate it, and increase consumer confidence in the food they eat," Wolford added.

"America's grocery stores and its customers praise the President and the Congress for working together with industry to improve the safety of our food supply," said Leslie G. Sarasin, president and CEO of the Food Marketing Institute (FMI). "Working together, we all will play an important role to prevent food-borne illnesses and strengthen the safety of our food supply." •

"Food safety remains the restaurant industry's number one priority," said Dawn Sweeney, president and CEO of the National Restaurant Association. "This new law will positively impact the supply chain and ultimately improve the safety of food purchased by restaurant operators." •

new import controls, and new fees on US industry and importers. Registration is free for IDFA members and \$295.00 for non-members. The webinar will be held from 1:00 to 3:00 p.m. Eastern time.

On January 18, IDFA will offer a second webinar, entitled "A Plant Manager's Perspective: Managing Costs and Processes in Dairy Operations." This webinar will be presented by Rudy Westervelt, a 30-year executive with The Kroger Co.; and Pat McGuff, executive vice president of Masterleo & Associates.

The plant managers' webinar will be held from 1:00 to 2:00 p.m. Eastern time. This webinar is open to all participants in the dairy industry and requires no registration fee.

For details visit: [www.idfa.org](http://www.idfa.org).

"This legislation will help to ensure that our food system is safe and can adapt to challenges of a rapidly changing marketplace," said Roger Johnson, president of the National Farmers Union (NFU).

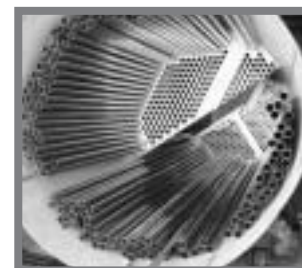
"This is a historic victory for consumers, who can now look forward to a future of safer food," said Caroline Smith DeWaal, food safety director for the Center for Science in the Public Interest (CSPI). "For far too long, the FDA has been in reactive mode, chasing down contaminated food after people are already sick with E. coli, Salmonella, or other dangerous pathogens." •

# C/E/ROGERS COMPANY

"A Simple Approach  
To  
Better Technology"

## Evaporation Systems — Versatile MVR ■ TVR

- Sweet Whey
- Acid Whey
- Dairy Based Proteins
- Dairy Based Permeates
- Milk Products
- PRECONCENTRATION
- MULTI-EFFECT
- FINISHERS



1-800-279-8081 • 320-679-2172 • [www.cerogers.com](http://www.cerogers.com)

For more information, circle #3 on the Reader Response Card on p. 10

## Dairy Output Rises

(Continued from p. 1)

lion pounds, up 5.6 percent from November 2009. January-November 2010 American-type cheese output totaled 3.918 billion pounds, up 1.8 percent from a year earlier.

November production of American-type cheese in the leading states, with comparisons to November 2009, was as follows: Wisconsin, 64.6 million pounds, down 5.6 percent; Idaho, 56.7 million pounds, up 2.0 percent; California, 49.0 million pounds, up 2.5 percent; Iowa, 15.3 million pounds, down 0.3 percent; and Oregon, 14.1 million pounds, up 18.6 percent.

Cheddar production during November totaled 264.1 million pounds, up 6.1 percent from November 2009. Cheddar production during the first 11 months of 2010 totaled 2.974 billion pounds, up 1.0 percent from the first 11 months of 2009.

Italian-type cheese production during November totaled 380.8 million pounds, up 6.1 percent from November 2009.

January-November output of Italian-type cheese totaled 4.02 billion pounds, up 5.5 percent from the same period in 2009.

November production of Italian cheese in the leading states, with comparisons to November 2009, was as follows: California, 118.7 million pounds, up 8.4 percent; Wisconsin, 106.5 million pounds, up 4.1 percent; New York, 34.2 million pounds, up 4.2 percent; and Pennsylvania, 22.0 million pounds, up 12.9 percent.

Mozzarella production during November totaled 299.7 million pounds, up 7.4 percent from November 2009. Mozz output during the first 11 months of 2010 totaled 3.186

billion pounds, up 7.0 percent from the first 11 months of 2009.

November production of other Italian cheese types, with comparisons to November 2009, was as follows: Provolone, 29.4 million pounds, up 4.2 percent; Ricotta, 26.9 million pounds, up 10.3 percent; Parmesan, 17.1 million pounds, down 12.8 percent; Romano, 2.7 million pounds, down 26.0 percent; and other Italian types, 4.9 million pounds, up 22.0 percent.

Production of other cheese varieties during November, with comparisons to November 2009, was as follows:

- Swiss cheese: 27.9 million pounds, up 2.7 percent.
- Brick and Muenster: 10.7 million pounds, up 0.7 percent.
- Cream and Neufchatel: 73.0 million pounds, down 0.1 percent.
- Hispanic cheese: 17.5 million pounds, up 6.0 percent.
- All other types of cheese: 29.5 million pounds, up 36.4 percent.

### Whey Products Output

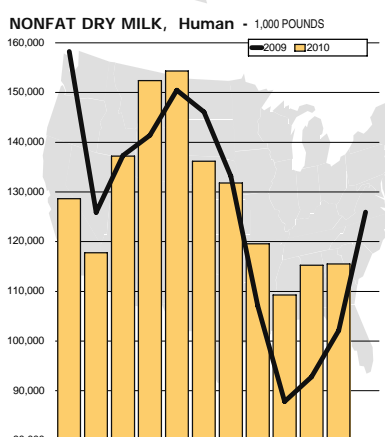
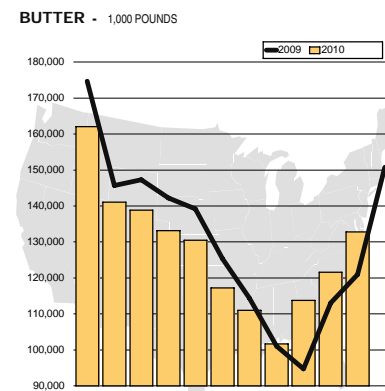
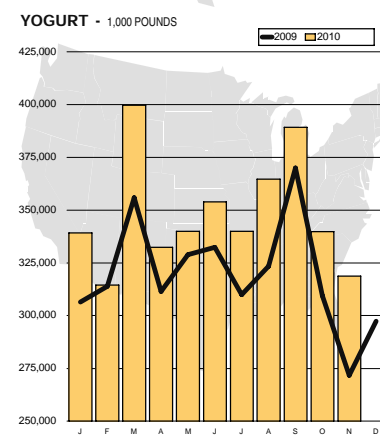
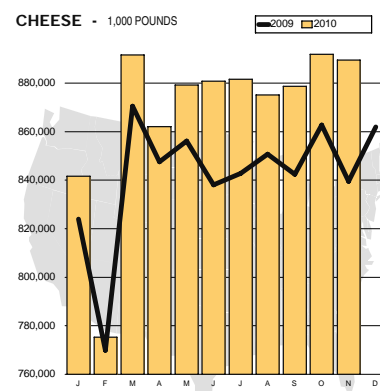
November production of dry whey, human, totaled 78.1 million pounds in November, up 3.7 percent from November 2009. Manufacturers' stocks of dry whey, human, at the end of November totaled 41.2 million pounds, up 3.4 percent from a year earlier and up 1.5 percent from a month earlier.

Production of lactose, human and animal, during November totaled 74.2 million pounds, up 19.8 percent from November 2009.

Manufacturers' stocks of lactose, human and animal, at the end of November totaled 81.0 million pounds, up 39.0 percent from a year earlier but down 0.4 percent from a month earlier.

November production of whey protein concentrate (WPC), human

## November Dairy Production - 2010 vs. 2009



and animal, totaled 34.6 million pounds, up 1.6 percent from November 2009. Manufacturers' stocks of WPC, human and animal, at the end of November totaled 31.9 million pounds, down 16.9 percent from a year earlier but up 7.7 percent from a month earlier.

Whey protein isolate (WPI) production during November totaled 5.7 million pounds, up 28.5 percent from November 2009. Manufacturers' stocks of WPI at the end of November totaled 6.0 million pounds, down 42.1 percent from a year earlier and down 12.4 percent from a month earlier.

### Butter, NDM Production Rise

November butter production totaled 132.8 million pounds, up 9.8 percent from November 2009 and just the third time ever that November butter output topped 130 million pounds (the other times were in 2008, at 133.6 million pounds, and in 2007, at 130.8 million pounds).

During the first 11 months of 2010, butter production totaled 1.404 billion pounds, down 1.3 percent from the first 11 months of 2009.

Butter production in the three regions during November, with comparisons to November 2009, was as follows: West, 69.7 million pounds, up 5.4 percent; Central, 51.9 million pounds, up 16.3 percent; and Atlantic, 11.3 million pounds, up 9.5 percent.

November nonfat dry milk production totaled 115.5 million pounds, up 13.0 percent from November 2009. January-November NDM output totaled 1.418 billion pounds, up 2.6 percent from the same period in 2009.

Manufacturers' shipments of NDM during November totaled 109.1 million pounds, up 59.8 percent from November 2009. Manufacturers' stocks of NDM at the end

of November totaled 127.9 million pounds, up 10.4 percent from a year earlier and up 3.2 percent from a month earlier.

November production of skim milk powders totaled 16.3 million pounds, down 13.8 percent from November 2009.

January-November output of skim milk powders totaled 223.7 million pounds, up 12.2 percent from the same period in 2009.

Production of other dry milk products during November, with comparisons to November 2009, was as follows: dry whole milk, 9.2 million pounds, up 41.6 percent; dry buttermilk, 6.8 million pounds, up 2.0 percent; and milk protein concentrate, 4.6 million pounds, down 9.1 percent.

### Yogurt Output Keeps Growing

November production of yogurt, plain and flavored, totaled 318.8 million pounds, up 17.3 percent from November 2009. Yogurt output during the first 11 months of 2010 totaled 3.832 billion pounds, up 8.8 percent from the first 11 months of 2009.

Sour cream production during November totaled 115.5 million pounds, up 6.5 percent from November 2009. January-November sour cream output totaled 1.065 billion pounds, up 2.3 percent from a year earlier.

November cream cottage cheese production totaled 25.8 million pounds, up 4.9 percent from November 2009. Lowfat cottage cheese output during November totaled 29.4 million pounds, up 2.3 percent from November 2009.

Production of ice cream, regular, during November totaled 51.9 million gallons, down 2.2 percent from November 2009.

Production of lowfat ice cream during November totaled 25.3 million gallons, up 6.2 percent from November 2009. r

# Food Processing

## Poly Board Panels

- Sanitary - Smooth
- Easy to Clean
- Perfect for Non-Food Contact Surfaces
- Bright White - Highly Reflective Panels
- Water-Proof - Will Not Rot or Rust
- Installs Quickly with No Exposed Fasteners
- Impact Resistant - 10-Year Warranty
- Class A for Smoke and Flame
- Made in the U.S.A.

Corrosion-Proof Wall and Ceiling Panels

**EXTRUTECH PLASTICS, INC.**  
 5902 West Custer St., Manitowoc, WI 54220  
 Phone: 888-818-0118 • Fax: 920-684-4344  
 www.epiplastics04.com • E-mail: info@epiplastics.com  
 ISO 9001 Registered

For more information, circle #16 on the Reader Response Card on p. 10

## PERSONNEL NOTES

**Darrel Aubertine Named NY Ag Commissioner; Frederickson Is New Ag Commissioner In MN**

Albany, NY—New York Gov. Andrew M. Cuomo on Thursday announced that he will nominate Darrel J. Aubertine to serve as commissioner of the New York State Department of Agriculture and Markets.

Since 1971, Aubertine has owned and operated the sixth-generation Triple-A Farm in Cape Vincent. He has been a member of numerous cooperatives and organizations, including the Cape Vincent Milk Producers, Allied and Eastern, Agway, New York State Farm Bureau, and the Dairy Herd Improvement Association.

Aubertine recently served as state senator of the 48th Senate District, and served as chair of both the Senate Ag. Committee and the Rural Resources Commission.

Meanwhile, David Frederickson has been appointed commissioner of agriculture in Minnesota by Gov. Mark Dayton.

Frederickson is a former Minnesota state senator, former president of both the Minnesota Farmers Union and National Farmers Union and, recently, was agricultural outreach director for US Sen. Amy Klobuchar (D-MN).

JAMES R. DAUGHERTY has retired from the position of market administrator, Pacific Northwest and Arizona milk marketing orders. Daugherty has been with the federal milk marketing order program for 30 years. GARY JABLONSKI and WILLIAM WISE will serve as acting market administrator for the order until a permanent appointment is made.

BEN BRANCEL, the new secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP), has appointed JEFF LYON to be the deputy secretary of WDATCP, and SUSAN BUROKER to be the executive assistant. Lyon has been with the Wisconsin Farm Bureau Federation since 1988, most recently as director of governmental relations. He has been responsible for outreach on legislative and regulatory issues, and has been the lead staff person on WFBF's dairy advisory and policy development committee. Prior to joining Wisconsin Farm Bureau, Lyon was the assistant director of the National Commission on Dairy Policy. Buroker first joined the WDATCP in 1992. Brancel appointed her administrator of the department's Division of Management Services in 1998.

**Food Loss Estimates**

(Continued from p. 1)

such as apple cores and chicken bones). In particular, these losses include: discards due to preparation of too much food, expired dates, spoilage, or preparation of too much food; plate waste or loss; and losses during cooking and preparation.

Current consumer loss estimates for dairy beverages are 20 percent, while consumer loss estimates for natural and processed cheese products are 13 percent, estimates for fresh dairy products such as yogurt and sour cream are 20 percent, and dry products such as nonfat milk are 1 percent.

Calculating consumer loss estimates for liquid dairy products is particularly challenging for two reasons, the report noted. First, some milk purchases may be unrecorded in Nielsen Homescan data because panelists may not report midweek purchases (purchases at times other than the primary shopping trip, which likely include milk).

Second, National Health and Nutrition Examination Survey (NHANES) respondents may overstate their milk consumption, or that of their children, because they know that milk is healthy. Thus, several estimates of consumer-level food loss in the dairy category are considered to be "unreliable."

Based on the loss-adjusted food availability (LAFA) data, RTI was able to provide an estimate for low-fat flavored milk, buttermilk, cream, and eggnog, but the estimates are "highly variable," the report said. Further, the loss estimates indicate "substantially higher percentages of loss" than current estimates.

In particular, the loss estimates indicate that a substantial portion of eggnog and lowfat flavored milk are discarded or spoil before consumption.

Given the seasonal nature of eggnog and that flavored milks are most often consumed by children, these estimates may be plausible, ERS said.

In the case of plain whole milk, it may be possible to derive a plausible estimate of consumer-level loss if a more accurate estimate for ingredient use can be derived.

This estimate might also be a reasonable approximation for skim milk and plain 1 percent and 2 percent milk, but RTI expects the estimate for whole milk to be higher because it is frequently consumed by children.

Most of the estimates for other dairy products are based on the LAFA data, but a few are based on Nielsen data. Some are calculated based on estimates for other categories.

In particular, "other" Italian cheese is calculated as an average of Provolone, Parmesan and Romano, Mozzarella, and Ricotta; and "other" miscellaneous cheese is calculated as

an average of Swiss, Brick Muenster, and Blue cheese.

Further, in place of implausible estimates, RTI used the estimate for processed cheese for processed cheese foods and spreads; the estimate for regular ice cream for lowfat ice cream; and the estimate for dry whole milk and nonfat milk for dry buttermilk.

Although some of the estimates for other dairy products are higher than the estimates currently used by ERS, many are somewhat lower. In particular, estimates for sour cream, cream cheese, processed cheese, and lowfat cottage cheese declined substantially (to 8, 13, 8, and 4 percent, respectively), while estimates for cheeses such as Mozzarella, Swiss, Brick, Muenster, and Blue increased substantially (to 31, 50, 40, 35 and 43 percent, respectively).

Estimates for Cheddar cheese, Ricotta cheese, regular and lowfat ice cream, and refrigerated yogurt are similar to the current estimates (new estimates for these products are 11, 12, 24, 24 and 21 percent, respectively). Estimates for dry whole and nonfat milk are much larger (41 percent), but the difference may be due to estimation of the loss in its liquid equivalent in contrast to the dry equivalent for the current estimate.

For butter and margarine, the previous consumer loss estimate was 15 percent for both products; the proposed consumer loss estimate is 35 percent for both products.

For the dairy products group as a

whole (excluding butter), adopting RTI's proposed estimates in the data series results in 8.96 fewer pounds per capita per year, or 23.6 fewer calories per day.

The new RTI estimate of the quantity of dairy consumed after adjusting for all losses is 178.8 pounds per person per year, or 236.2 calories per day.

There would be no notable increases in terms of pounds per year or calories per day for any dairy product from adopting RTI's proposed estimates for consumer loss from the edible share of food, the report noted.

Percentage-wise, a dozen dairy commodities show more than a 20-percent decrease, but only one would result in major changes in pounds per year or calories per day because the baseline amounts are low.

The exception is lowfat flavored milk, which declines by 2.75 pounds per capita per year. However, this translates to only 2.2 fewer calories per capita per day.

The impact on total dairy is the cumulative impact from a large number of individual foods with small changes, ERS explained.

Adopting the RTI estimates for added fats and oils as a group reduces the annual amount available for consumption by 4.29 pounds per capita and reduces the quantity of butter consumed after adjusting for all losses from the current estimate of 3.73 pounds per year to 2.85 pounds per year. r

## The Results Are Stacking Up!

CrystalBan™ is a Calcium Lactate Crystal Inhibitor.

Its Proven Results Include:

- ◆ More precise management of moisture levels
- ◆ No visible crystals
- ◆ No effect on taste
- ◆ Better Slicing and Shredding characteristics
- ◆ Increased resistance to fracture

CrystalBan™ Enhances The  
Yield, Quality & Body Of Your Cheese



**Nutraceuticals, Inc.**

T: 952-707-0207

E: info@nutraceuticals.com

www.crystalban.com

CrystalBan™ is technology developed through the collaboration of University of Minnesota and Nutraceuticals, Inc.

For more information, circle #11 on the Reader Response Card on p. 10



# MARKET PLACE

CLASSIFIED  
ADVERTISING  
phone: (608)246-8430  
fax: (608) 246-8431  
e: classifieds@cheesereporter.com

The "Industry's" Market Place for Products, Services, Equipment and Supplies, Real Estate and Recruitment



**Sanford Rose Associates**  
Specializing in the search for qualified, salaried candidates in the food, agri-business, CPG and all associated packaging and automation industries.

**Finding People Who Make A Difference**  
100% Success Rate  
From CEO to Supervisors

**Sanford Rose Associates**  
608.592.2700  
madisonwi@sanfordrose.com  
www.sanfordrose.com/madison

Proud Members of the WCMA



**Sanford Rose Associates**  
Specializing in the search for qualified, salaried candidates in the food, agri-business, CPG and all associated packaging and automation industries.

**Finding People Who Make A Difference**  
100% Success Rate  
From CEO to Supervisors

**Sanford Rose Associates**  
608.592.2700  
madisonwi@sanfordrose.com  
www.sanfordrose.com/madison

Proud Members of the WCMA

## Own or Partner With An Award-Winning Cheese Manufacturer

HERE'S A GREAT OPPORTUNITY to **own** or **partner** with a growing, yet established, Midwest manufacturer and marketer of Award-Winning Specialty cheese.

Strong Branded labels, national distribution with private label business as well. Principals only, please  
Contact: [drupar@ruderware.com](mailto:drupar@ruderware.com).



### CORPORATE QUALITY MANAGER

Agropur inc. (formerly Trega Foods Ltd.) is seeking a Corporate Quality Manager to provide direction and overall management to its quality systems in Wisconsin and Iowa.

**The successful, Wisconsin based candidate will be responsible for:**

- Managing all aspects of the corporate quality programs
- Developing and implementing a company-wide SQF program
- Supporting the quality managers with quality program development
- Ensure compliance with all Federal, State and customer requirements

Qualified candidates will possess a Bachelor's Degree in Food Science or related biological science degree and/or equivalent experience. A minimum 5 years experience in the food industry is required preferably within the dairy industry. Excellent verbal and written communication skills with strong leadership qualities are required.

Agropur inc. offers an excellent benefit package to accompany a competitive salary. To be considered for this opportunity, please mail, fax or e-mail a cover letter and resume to:



**Agropur inc.**

ATTN: Corporate Quality Manager  
2701 Freedom Road, Appleton, WI 54913  
Fax: (920) 788-1424  
E-mail: [tregafoodshr@tregafoods.com](mailto:tregafoodshr@tregafoods.com)

An Equal Opportunity Employer.

### FINANCIAL CONTROLLER

Agropur inc. (formerly Trega Foods Ltd.) Wisconsin division is expanding the corporate financial and accounting department by adding a Financial Controller. This individual will provide overall support to the finance department.

**The successful candidate will be responsible for:**

- Managing, training and developing the staff within the finance department
- Oversee daily operations within the department
- Preparation of financial statements, reports and special analysis
- Oversee coordination of year-end financial audit
- Establish and maintain internal controls

Qualified candidates will possess a Bachelor's Degree in Accounting or related degree and/or equivalent experience. CPA or CMA certification is preferred. A minimum 4 to 7 years of relevant experience is required preferably within the food industry. Excellent verbal and written communication skills with strong leadership qualities are required.

Agropur inc. offers an excellent benefit package to accompany a competitive salary. To be considered for this opportunity, please mail, fax or e-mail a cover letter and resume to:



**Agropur inc.**

ATTN: Financial Controller  
2701 Freedom Road, Appleton, WI 54913  
Fax: (920) 788-1424  
E-mail: [tregafoodshr@tregafoods.com](mailto:tregafoodshr@tregafoods.com)

An Equal Opportunity Employer.

Winona Foods is a niche-market food and beverage company that continues to grow within the food service, retail and industrial markets on a national basis. Winona Foods, Inc. offers superior high quality products and a culture of sustainable continuous improvement. This position is located in Green Bay, WI.



### QUALITY ASSURANCE MANAGER

We are looking for qualified candidates who can provide leadership for the Quality Management function, assuming accountability for manufactured product food safety and quality systems, regulatory compliance and customer quality issues at the food and beverage manufacturing plant.

#### MAJOR RESPONSIBILITIES:

##### Corporate Focus - Quality Systems

- Develop and drive implementation of manufacturing plant quality systems plan and related procedures and programs, including Finished Product Specification Management & Adherence, HACCP, GMP, SPC, Foreign Material Control, Food Safety and Defense, Product and Material Traceability, Product Recall & Communication Process, etc...
- Develop and execute plans, programs and actions to ensure internal operations and suppliers meet finished product specifications.
- Ensure compliance with applicable regulatory authorities and maintain relationships with various regulatory representatives.
- Monitor the regulatory and business environments for pertinent changes that impact quality management and regulatory compliance related to products. Update processes as necessary and direct suppliers accordingly.
- Communicate plans, results, risks, opportunities, decisions, and quality related information from the trade to appropriate company leadership.
- Partner with Corporate Quality Manager and Plant Manager to lead and manage the facilities GFSI -SQF initiative and implementation.
- Collaborate with Sales and Customer Service to develop and implement customer contact and communication plan for any product quality issues or customer inquiries regarding product quality.

##### Plant Focus - Operations

- Provide leadership, direction and operational support to Plant and Warehouse Operations (Internal and External) and Quality personnel.
- Provide leadership and technical expertise in developing and standardizing GMP's, SOP's, HACCP Plans and other food safety policies and programs.
- Provide leadership and direction in developing and implementing specification management, testing procedures and manufacturing best practices to ensure that all quality standards and customer expectations are met.
- Provide leadership in the development of an internal audit program that will ensure compliance with food safety, regulatory and customer requirements; recommend and implement corrective action plans where necessary.
- Manage and provide direction to Quality Assurance Technicians, Quality Assurance Coordinator and SQF Coordinator.
- Analyze QA data to measure, assess and improve quality performance.
- Identify root cause and provide support to implement process and product improvements.

#### REQUIRED SKILLS:

Bachelor Degree or Associate Degree in food science, microbiology or related field; 7+ years experience in Food Quality Management. Experience within the Beverage Industry is a plus; Advanced Knowledge and experience in HACCP, Quality, Food Safety, Kosher, Co-manufacturing and Regulatory Compliance; GFSI-SQF training and implementation experience a plus; Must possess strong written and oral communication skills; The ability to influence change; Willing to spend time in the plant with employees during all shifts and be proficient level computer skills.

To apply for this position, please email cover letter and resume to:  
[CBuchinger@Winonafoods.com](mailto:CBuchinger@Winonafoods.com)



# MARKET PLACE

CLASSIFIED ADVERTISING

phone: (608) 246-8430 fax: (608) 246-8431

e-mail: [classifieds@cheesereporter.com](mailto:classifieds@cheesereporter.com)

The "Industry's" Market Place for Products, Services, Equipment and Supplies, Real Estate and Recruitment

Classified ads should be placed by Thursday for the Friday issue. Classified ads charged \$.75 per word. Classified ads payable in advance. Display Classifieds charged per column inch.

## 1. Equipment for Sale

**FOR SALE:** "OO" vats and 6,000# to 30,000# open vats. Call **Ullmer's Dairy Equipment** at (920) 822-8266.

**FOR SALE:** Four used silo's. Call **Ullmer's Dairy Equipment** at (920) 822-8266.

**FOR SALE:** Small stainless steel hoops. Call **Ullmer's Dairy Equipment** at (920) 822-8266.

**FOR SALE:** MSA200 WESTFALIA SEPARATOR: Frame and dome only. Excellent back-up machine or spare parts unit. Only \$19,500. Call Dave Lambert, **Great Lakes Separators** at (920) 863-3306 or e-mail [drlambert@dialez.net](mailto:drlambert@dialez.net).

**FOR SALE:** 6000 pound per hour HTST - skid mounted. Two-30,000 gallon silo's loaded price. Call **Ullmer's Dairy Equipment** at (920) 822-8266.

**FOR SALE:** Horizontal 2,000 gallon to 8,000 gallon insulated tanks. Call **Ullmer's Dairy Equipment** at (920) 822-8266.



## QUALITY CONTROL SUPERVISOR

Vermont Butter & Cheese Creamery, a small specialty creamery with 25 years of successful business, is looking for a full-time Quality Control Supervisor to join our busy team.

Duties include performing daily laboratory tasks, certificate of analysis, employee training, procedure writing and running the company's Quality Assurance Program and BRC Certification.

The right candidate will be detailed oriented, able to follow strict lab procedures, be a good communicator, able to taste cheese and be motivated. Knowledge of Excel, Word, Publisher and/or Power point, HACCP is a plus.

Good starting wage based on experience. Benefit package includes medical insurance, retirement plan, vacations/paid holidays, training programs and cheese privileges. Send resume and letter by mail, or email or stop in for an application.

Vermont Butter & Cheese Creamery  
PO Box 95, Pittman Road  
Wilson Industrial Park  
Websterville, VT 05678  
[info@vermontcreamery.com](mailto:info@vermontcreamery.com)

## 1. Equipment for Sale

**FOR SALE:** Car load of 300-400-500 late model open top milk tanks. Like new. (262) 473-3530.

**FOR SALE:** HMRPX614 ALFA-LAVAL SEPARATOR: Late model unit — just arrived. Call Dave Lambert, **Great Lakes Separators** at (920) 863-3306 or e-mail [drlambert@dialez.net](mailto:drlambert@dialez.net)

**FOR SALE:** 1500 AND 1250 cream tanks. Like new. (800) 558-0112. (262) 473-3530.

## 2. Equipment Wanted

**WANTED TO BUY:** A-frame Kusel cheese presses and horizontal 2 row and single row. Call **Ullmer's Dairy Equipment** at (920) 822-8266.

**WANTED TO BUY:** Westfalia or Alfa-Laval separators. Large or small. Old or new. Top dollar paid. Call **Great Lakes Separators** at (920) 863-3306 or e-mail [drlambert@dialez.net](mailto:drlambert@dialez.net).

## 3. Packaging Supplies

## 4. Walls, Flooring

**EXTRUTECH PLASTICS** Sanitary POLY BOARD® panels provide bright white, non-porous, easily cleanable surfaces, perfect for non-food contact applications. CFIA and USDA accepted and Class A for smoke and flame. Call **EPI** at **888-818-0118**.

**EPOXY OR FIBERGLASS** floors, walls, tank-linings, and tile groutings. Installed by **M&W Protective Coating Co. LLC**. Call (715) 234--2251.

## 6. Help Wanted

## 7. Positions Wanted

**PROMOTE YOURSELF** - By contacting Tom Sloan & Associates. Job enhancement thru results oriented professionals. We place cheese makers, production, technical, maintenance, engineering and sales management people. Contact Dairy Specialist David Sloan, Tom Sloan or Terri Sherman. **Tom Sloan & Associates, Inc.** PO Box 50, Watertown, WI 53094. Call: (920) 261-8890 or FAX: (920) 261-6357; or email: [tsloan@tsloan.com](mailto:tsloan@tsloan.com).

## 8. Consultants

[www.processedcheese.info](http://www.processedcheese.info) Processed and Imitation Cheese Product and Process Development service for companies manufacturing block, slices, portions, spreads and liquid processed and imitation cheese. A professional service drawing on twenty years experience in this industry. Check out the website or simply e mail [proccheese@eircom.net](mailto:proccheese@eircom.net) with your query. We look forward to hearing from you.

## 10. Cheese & Dairy Products

**DAIRY PRODUCTS MARKETING:** Cheese sales specialists in all types of cheese. Visit our **NEW** website: [www.dairyproductsmarketing.com](http://www.dairyproductsmarketing.com) and call (920) 921-9449

## 12. Testing Services

## 13. Reconditioning Services

Advertise here to notify the largest weekly readership of dairy manufacturers and marketers of your reconditioning services. Call 608-246-8430, or email: [info@cheesereporter.com](mailto:info@cheesereporter.com)



**Come and be part of a growing team!**

*Masters Gallery Foods, Inc., a privately-held cheese packaging and distribution facility located in Plymouth, WI. is currently recruiting for the following positions:*

### INDUSTRIAL SALES SPECIALIST

*This position will be responsible for coordinating all bulk cheese inventory for industrial sales operations and managing supply chain duties. This position will also be responsible for maintaining present industrial sales customer base along with finding and developing new business for future growth.*

*Qualified candidates will have excellent problem solving and analytical skills, as well as excellent interpersonal, written and oral communication skills. Candidates should also possess working knowledge of an AS/400 computer system, PC and Microsoft Office products. Candidates must have the ability to travel overnight for business purposes. Three to five years of previous sales or purchasing experience in a non-durable goods industry is preferred.*

### AUDITOR / GRADER 2nd Shift Production

*This position will be responsible for SOP/Quality Assurance policy auditing, performing customer specific quality checks, microbiological swabbing and plating, as well as grading of all incoming bulk product on our 2nd shift. This position will also provide backup to 2nd shift QC Technicians.*

*Candidates should be knowledgeable regarding product quality and specifications; must have the ability to work with our AS/400 operating system, work independently, follow directions, and make sound decisions. Previous cheese grading experience is required and previous quality experience is a plus.*

*Masters Gallery Foods offers a competitive salary as well competitive benefit package consisting of health, dental, prescription, life, and vision insurance, access to our Center for Health and Wellness, 401(k) plan, flexible spending accounts, short-term and long-term disability insurance, critical illness coverage and tuition reimbursement.*

*Interested individuals may apply by sending a resume and salary requirements in confidence to:*

**Masters Gallery Foods, Incorporated**

**Attention: Human Resources**

**P.O. Box 170, Plymouth, WI 53073-0170**

**[hr@mastersgalleryfoods.com](mailto:hr@mastersgalleryfoods.com) Career Connection Hotline: (920) 893-9145**

**Affirmative Action/Equal Opportunity Employer**

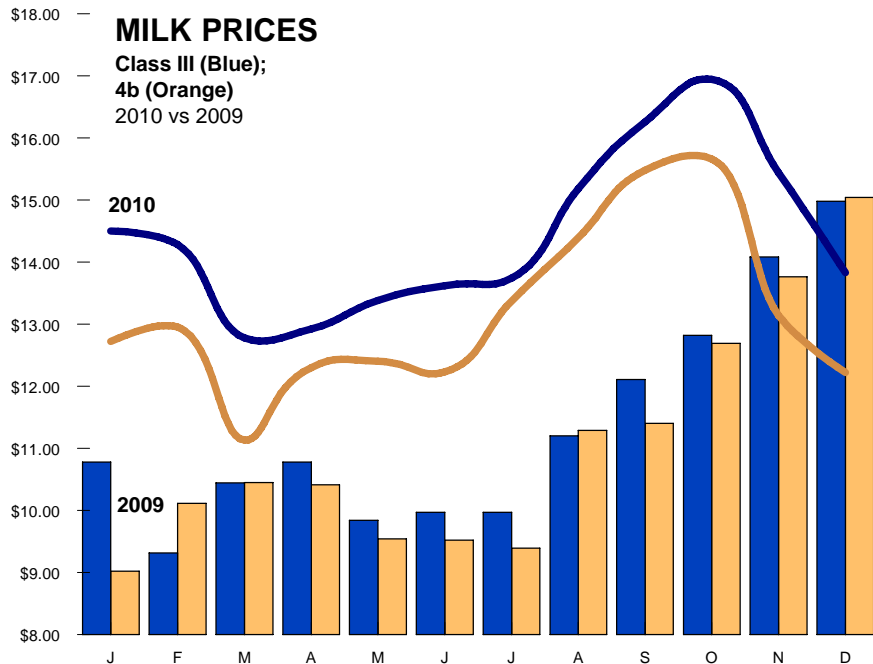
# California 4a & 4b Milk Prices

December 2010 with comparisons to December 2009

| California Class 4a & 4b Prices |          |          | Minimum Prices per cwt |         |
|---------------------------------|----------|----------|------------------------|---------|
| Class                           | Lb. Fat  | Lb. SNF  | 2009                   | 2010    |
| 4a                              | \$1.7142 | \$0.9969 | \$14.76                | \$14.67 |
| 4b                              | \$1.7142 | \$0.7153 | \$15.04                | \$12.22 |

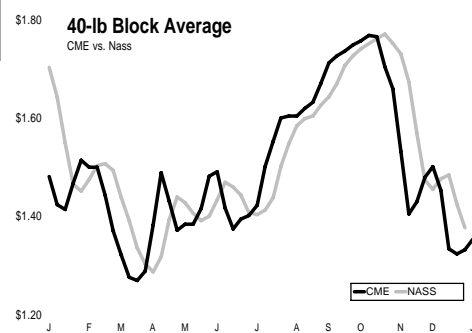
## Commodity Market Prices

| Product                                     | 2009     | 2010     |
|---|----------|----------|
| Cheese, US 40-block, CME                    | \$1.6867 | \$1.4058 |
| AA Butter, CME                              | \$1.4182 | \$1.6154 |
| Nonfat Dry Milk (low/med. heat), West, USDA | \$1.2718 | \$1.1667 |



## DAIRY PRODUCT PRICES

January 7—NASS,USDA. Prices included are provided each week by manufacturers. Prices collected are for the (wholesale) point of sale for natural, unaged Cheddar; boxes of butter meeting USDA standards; Extra Grade edible dry whey; and Extra Grade and USPH Grade A nonfortified NFDM. A transaction is complete when the product is "shipped out" and title transfers. •Revised



| Style and Region                  | WEEK ENDING           |            |            |            |
|-----------------------------------|-----------------------|------------|------------|------------|
|                                   | Jan. 1                | Dec. 25    | Dec. 18    | Dec. 11    |
| <b>40-Pound Blocks</b>            |                       |            |            |            |
| <b>Average Price</b>              | <b>Dollars/Pound</b>  |            |            |            |
| MN/WI                             | 1.4924                | 1.4950     | 1.5484     | 1.5820     |
| Other States                      | 1.3678                | 1.4200     | 1.4767     | 1.4695     |
| US                                | 1.3753                | 1.4238     | 1.4828     | 1.4749     |
| <b>Sales Volume</b>               | <b>Pounds</b>         |            |            |            |
| MN/WI                             | 724,683               | 641,541    | 1,053,874  | 539,185    |
| Other States                      | 11,318,330            | 12,012,001 | 11,403,753 | 10,764,395 |
| US                                | 12,043,013            | 12,653,542 | 12,457,627 | 11,303,580 |
| <b>500-Pound Barrels</b>          |                       |            |            |            |
| <b>Average Price</b>              | <b>Dollars/Pound</b>  |            |            |            |
| MN/WI                             | 1.4778                | 1.4621     | 1.5341     | 1.5594     |
| Other States                      | 1.4705                | 1.4505     | 1.4529     | 1.5198     |
| US                                | 1.4737                | 1.4560     | 1.4879     | 1.5374     |
| <b>Price Adj. to 38% Moisture</b> | <b>Dollars/Pounds</b> |            |            |            |
| MN/WI                             | 1.4179                | 1.4017     | 1.4681     | 1.4893     |
| Other States                      | 1.3883                | 1.3793     | 1.3787     | 1.4355     |
| US                                | 1.4012                | 1.3899     | 1.46171    | 1.4592     |
| <b>Sales Volume</b>               | <b>Pounds</b>         |            |            |            |
| MN/WI                             | 4,287,982             | 3,516,132  | 4,438,915  | 4,194,609  |
| Other States                      | 5,458,705             | 3,886,696  | 5,860,799  | 5,266,299  |
| US                                | 9,746,687             | 7,3402,828 | 10,299,714 | 9,460,908  |
| <b>Moisture Content</b>           | <b>Percent</b>        |            |            |            |
| MN/WI                             | 35.38                 | 35.33      | 35.22      | 35.08      |
| Other States                      | 34.33                 | 34.80      | 34.66      | 34.36      |
| US                                | 34.79                 | 35.05      | 34.90      | 34.68      |
| <b>Butter</b>                     |                       |            |            |            |
| <b>Average Price</b>              | <b>Dollars/Pound</b>  |            |            |            |
| US                                | 1.6469                | 1.6425     | 1.6474•    | 1.6135     |
| <b>Sales Volume</b>               | <b>Pounds</b>         |            |            |            |
| US                                | 2,839,463             | 2,864,407  | 3,680,554  | 2,948,732  |
| <b>Nonfat Dry Milk</b>            |                       |            |            |            |
| <b>Average Price</b>              | <b>Dollars/Pound</b>  |            |            |            |
| US                                | 1.2172                | 1.1417     | 1.2163     | 1.2149     |
| <b>Sales Volume</b>               | <b>Pounds</b>         |            |            |            |
| US                                | 13,115,540            | 28,607,516 | 13,809,153 | 14,725,683 |
| <b>Dry Whey Prices</b>            |                       |            |            |            |
| <b>Average Price</b>              | <b>Dollars/Pounds</b> |            |            |            |
| US                                | 0.3903                | 0.3822     | 0.3779•    | 0.3786     |
| <b>Sales Volume</b>               | <b>Pounds</b>         |            |            |            |
| US                                | 8,185,307             | 7,696,109  | 9,009,488• | 10,579,169 |

## Your Complete Risk Management Solution!



Market leaders in Dairy trading and on the floor of the CME, RICE DAIRY offers complete Risk Management solutions to the Dairy Industry, including:

- Exclusive Research and Commentary
- Rice Dairy Platform – Electronic Trading
- Brokerage Services – Directly from the floor of the Chicago Mercantile Exchange

**FREE 14 DAY TRIAL**  
www.ricedairy.com

To learn more: 866/334-2684 or www.ricedairy.com

## CHEESE REPORTER READER RESPONSE CARD

(Print Your Name and Address Clearly Below)

For information about the advertisements or new product information, circle the number below which corresponds to the ad or article in which you are interested.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/St/Zip \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone/FAX \_\_\_\_\_

Issue Date: 1/7/11

|     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|
| 1   | 2   | 3   | 4   | 5   | 6   | 7   |
| 8   | 10  | 11  | 12  | 13  | 14  | 15  |
| 16  | 17  | 18  | 19  | 20  | 21  | 22  |
| 23  | 24  | 25  | 26  | 27  | 28  | 29  |
| 30  | 31  | 32  | 33  | 34  | 35  | 36  |
| 37  | 38  | 39  | 40  | 41  | 42  | 43  |
| 44  | 45  | 46  | 47  | 48  | 49  | 50  |
| 51  | 52  | 53  | 54  | 55  | 56  | 57  |
| 58  | 59  | 60  | 61  | 62  | 63  | 64  |
| 65  | 67  | 68  | 69  | 70  | 71  | 72  |
| 73  | 74  | 75  | 76  | 77  | 78  | 79  |
| 80  | 81  | 82  | 83  | 84  | 85  | 86  |
| 87  | 88  | 89  | 90  | 91  | 92  | 93  |
| 94  | 95  | 96  | 97  | 98  | 99  | 100 |
| 101 | 102 | 103 | 104 | 105 | 106 | 107 |
| 108 | 109 | 110 | 111 | 112 | 113 | 114 |
| 115 | 116 | 117 | 118 | 119 | 120 | 121 |
| 122 | 123 | 124 | 125 | 126 | 127 | 128 |
| 129 | 130 | 131 | 132 | 133 | 134 | 135 |
| 136 | 137 | 138 | 139 | 140 | 141 | 142 |
| 143 | 144 | 145 | 146 | 147 | 148 | 149 |
| 150 | 151 | 152 | 153 | 154 | 155 | 160 |

TYPE OF BUSINESS:

Cheese Manufacturer/Processor

Cheese Packager

Cheese Marketer (broker, distributor, retailer)

Other dairy processor (butter, cultured products, ice cream, .)

Whey processor

Food processing/Foodservice

Supplier to dairy processor

Other \_\_\_\_\_

JOB FUNCTION:

Company Management

Plant Management

Plant Personnel

Laboratory (QC, R&D, Tech)

Packaging

Purchasing

Warehouse/Distribution

Sales/Marketing

Other \_\_\_\_\_

PLEASE SEND ME MORE INFORMATION ON:

Subscribing to Cheese Reporter

Cheese Reporter's Reference Books & Videos

Material to advertise in Cheese Reporter

Other \_\_\_\_\_

Circle, copy and FAX to (608) 246-8431 for prompt response

## DAIRY FUTURES PRICES

| SETTLING PRICE         | Date         | Month | Class III* | Class IV* | Dry Whey* | NDM*    | Butter* | Cash Settled Cheese* |
|------------------------|--------------|-------|------------|-----------|-----------|---------|---------|----------------------|
| 12-31                  | January 11   | 12-31 | 13.22      | 15.44     | 39.000    | 123.000 | 168.000 | 1.3980               |
| 1-3                    | January 11   | 1-3   | 13.19      | 15.44     | 38.700    | 123.000 | 170.000 | 1.3920               |
| 1-4                    | January 11   | 1-4   | 13.18      | 15.44     | 38.755    | 123.000 | 171.000 | 1.3890               |
| 1-5                    | January 11   | 1-5   | 13.21      | 15.44     | 39.250    | 123.000 | 173.000 | 1.3820               |
| 1-6                    | January 11   | 1-6   | 13.22      | 15.44     | 39.000    | 123.000 | 178.000 | 1.3840               |
| 12-31                  | February 11  | 12-31 | 13.72      | 15.65     | 40.000    | 125.000 | 170.000 | 1.4390               |
| 1-3                    | February 11  | 1-3   | 13.65      | 15.65     | 40.000    | 125.000 | 171.250 | 1.4300               |
| 1-4                    | February 11  | 1-4   | 13.69      | 15.75     | 40.750    | 125.000 | 175.000 | 1.4270               |
| 1-5                    | February 11  | 1-5   | 13.72      | 15.80     | 40.750    | 126.000 | 178.000 | 1.4270               |
| 1-6                    | February 11  | 1-6   | 13.88      | 15.90     | 40.750    | 128.500 | 183.000 | 1.4370               |
| 12-31                  | March 11     | 12-31 | 14.06      | 15.91     | 40.525    | 124.500 | 175.000 | 1.4700               |
| 1-3                    | March 11     | 1-3   | 14.08      | 16.15     | 40.525    | 127.000 | 176.500 | 1.4650               |
| 1-4                    | March 11     | 1-4   | 14.07      | 16.40     | 43.000    | 129.775 | 177.500 | 1.4500               |
| 1-5                    | March 11     | 1-5   | 14.13      | 16.75     | 44.450    | 131.000 | 182.500 | 1.4500               |
| 1-6                    | March 11     | 1-6   | 14.24      | 16.90     | 44.000    | 133.500 | 187.50  | 1.4500               |
| 12-31                  | April 11     | 12-31 | 14.55      | 16.00     | 41.950    | 125.550 | 175.000 | 1.4930               |
| 1-3                    | April 11     | 1-3   | 14.60      | 16.15     | 42.525    | 126.250 | 176.000 | 1.4930               |
| 1-4                    | April 11     | 1-4   | 14.61      | 16.50     | 43.500    | 130.000 | 181.000 | 1.4900               |
| 1-5                    | April 11     | 1-5   | 14.75      | 16.75     | 44.000    | 131.000 | 185.000 | 1.4900               |
| 1-6                    | April 11     | 1-6   | —          | 17.05     | 45.000    | 133.500 | 190.000 | 1.5000               |
| 12-31                  | May 11       | 12-31 | 14.73      | 15.83     | 41.500    | 124.500 | 174.500 | 1.5190               |
| 1-3                    | May 11       | 1-3   | 14.79      | 16.15     | 42.500    | 127.000 | 176.500 | 1.5200               |
| 1-4                    | May 11       | 1-4   | 14.78      | 16.50     | 44.000    | 130.000 | 181.000 | 1.5200               |
| 1-5                    | May 11       | 1-5   | 15.00      | 16.75     | 44.000    | 131.000 | 185.000 | 1.5200               |
| 1-6                    | May 11       | 1-6   | 14.90      | 17.05     | 45.000    | 133.500 | 190.000 | 1.5400               |
| 12-31                  | June 11      | 12-31 | 14.98      | 15.69     | 42.000    | 123.000 | 174.250 | 1.5410               |
| 1-3                    | June 11      | 1-3   | 15.10      | 16.00     | 42.000    | 125.500 | 176.500 | 1.5510               |
| 1-4                    | June 11      | 1-4   | 15.18      | 16.50     | 43.500    | 130.000 | 179.000 | 1.5510               |
| 1-5                    | June 11      | 1-5   | 15.38      | 16.75     | 44.250    | 131.000 | 182.000 | 1.5530               |
| 1-6                    | June 11      | 1-6   | 15.20      | 17.05     | 47.000    | 133.000 | 187.000 | 1.5720               |
| 12-31                  | July 11      | 12-31 | 14.49      | 15.56     | 40.500    | 124.000 | 175.000 | 1.6000               |
| 1-3                    | July 11      | 1-3   | 15.52      | 15.80     | 40.500    | 126.500 | 176.500 | 1.6000               |
| 1-4                    | July 11      | 1-4   | 15.59      | 16.30     | 43.000    | 130.000 | 180.000 | 1.6000               |
| 1-5                    | July 11      | 1-5   | 15.75      | 16.75     | 43.000    | 130.500 | 181.000 | 1.6000               |
| 1-6                    | July 11      | 1-6   | 15.61      | 17.05     | 43.500    | 132.000 | 185.800 | 1.6130               |
| 12-31                  | August 11    | 12-31 | 15.56      | 15.56     | 39.500    | 124.000 | 175.000 | 1.6210               |
| 1-3                    | August 11    | 1-3   | 15.56      | 15.80     | 39.500    | 126.000 | 176.500 | 1.6210               |
| 1-4                    | August 11    | 1-4   | 15.62      | 16.30     | 42.000    | 129.500 | 180.000 | 1.6310               |
| 1-5                    | August 11    | 1-5   | 15.72      | 16.75     | 42.000    | 129.500 | 181.000 | 1.6310               |
| 1-6                    | August 11    | 1-6   | 16.00      | 17.15     | 42.500    | 132.000 | —       | 1.6310               |
| 12-31                  | September 11 | 12-31 | 15.66      | 15.56     | 39.750    | 124.000 | 175.000 | 1.6410               |
| 1-3                    | September 11 | 1-3   | 15.68      | 15.85     | 39.750    | 126.000 | 176.500 | 1.6410               |
| 1-4                    | September 11 | 1-4   | 15.71      | 16.30     | 40.000    | 129.500 | 179.000 | 1.6490               |
| 1-5                    | September 11 | 1-5   | 15.81      | 16.50     | 41.000    | 129.500 | 181.000 | 1.6490               |
| 1-6                    | September 11 | 1-6   | 16.00      | 17.15     | 41.000    | 132.000 | 186.000 | 1.6490               |
| 12-31                  | October 11   | 12-31 | 15.69      | 15.73     | 39.000    | 121.000 | 177.000 | 1.6550               |
| 1-3                    | October 11   | 1-3   | 15.71      | 15.73     | 39.000    | 121.000 | 177.000 | 1.6550               |
| 1-4                    | October 11   | 1-4   | 15.71      | 16.30     | 40.000    | 126.000 | 180.000 | 1.6590               |
| 1-5                    | October 11   | 1-5   | 15.83      | 16.50     | 41.000    | 126.000 | 182.000 | 1.6590               |
| 1-6                    | October 11   | 1-6   | 16.04      | 16.75     | 41.000    | 128.000 | 185.000 | 1.6590               |
| 12-31                  | November 11  | 12-31 | 15.62      | 15.65     | 38.000    | 120.000 | 177.000 | 1.6560               |
| 1-3                    | November 11  | 1-3   | 15.70      | 15.65     | 38.100    | 120.000 | 177.000 | 1.6560               |
| 1-4                    | November 11  | 1-4   | 15.71      | 15.65     | 40.000    | 125.000 | 179.250 | 1.6540               |
| 1-5                    | November 11  | 1-5   | 15.75      | 16.00     | 40.000    | 125.000 | 183.000 | 1.6540               |
| 1-6                    | November 11  | 1-6   | 16.08      | 16.75     | 40.250    | 127.500 | 187.500 | 1.6540               |
| Open Interest - Jan. 6 |              |       | 30,651     | 223       | 2,221     | 1,112   | 1,782   | 1,967                |

# DAIRY PRODUCT MARKETS

AS REPORTED BY THE US DEPARTMENT OF AGRICULTURE

## WHOLESALE CHEESE MARKETS

**NATIONAL - DEC. 31:** Cheese prices were mixed as prices moved lower early in the week, but firmed daily later in the week. Cheese production increased over the Christmas holiday period as surplus milk volumes increased. For some cheese manufacturers, surplus milk volumes were not as heavy as projected, thus they were out looking for additional milk volumes. For some Central cheese operations, surplus milk volumes were going at premium pricing of \$0.25 - \$1.00 over class per hundredweight, unusual for a holiday period. Holiday cheese demand is light as most buyers have slowed buyer activity during this time of the year. For many, they had previously placed orders for this time and early 2011, thus shipments will be occurring over the holiday period.

**NORTHEAST - JAN. 5:** Cheese prices were unchanged coming off the holiday and closed Tuesday with barrels at \$1.3400 and blocks at \$1.3425. The weekly average prices were mixed, resulting in lower wholesale prices for process sliced cheese, higher prices for Cheddar blocks, with Swiss Cuts declining as a result of the Class III price released Friday. Cheese production is holding at increased levels as manufacturing milk supplies have increased over the holiday. Most plants are in production six to seven days per week. Inventories are building, but are not perceived as burdensome as cheese orders remain good for Mozzarella, Provolone, Swiss and aged Cheddar.

**Wholesale prices, delivered, dollars per/lb:**

|                       |                     |                       |                     |
|-----------------------|---------------------|-----------------------|---------------------|
| Cheddar 40-lb blocks: | \$1.6475 - \$1.9225 | Process 5-lb sliced:  | \$1.4400 - \$1.7500 |
| Muenster:             | \$1.6675 - \$1.8725 | Swiss Cuts 10-14 lbs: | \$3.2325 - \$3.5550 |

**MIDWEST AREA - JAN. 5:** The cheese market is a bit unsettled early in the week as retailers and foodservice accounts review year-end movement and current inventory levels before ordering. Generally, packaging line overtime is limited though some firms are using some to rebuild finished stocks depleted during the past two holiday shortened weeks. Compared to early January 2010, current cheese prices are several cents lower. This provides many buyers the incentive to have a larger early year working inventory. A number of firms are starting to rebuild Cheddar and hard Italian aging programs for later year use. Barrel interest is good for Midwest barrels with spot supplies limited. At least one foodservice promotion featuring cheese burgers is underway in selected markets. Cheese output is returning to regular levels in January. Some extra cheese was made from milk that had been going to fluid use before the year-end holidays. It seems that the volume of holiday surplus milk may have been lower than in recent years. Cheese yields are around normal levels.

**Wholesale prices delivered, dollars per/lb:**

|                         |                     |                     |                     |
|-------------------------|---------------------|---------------------|---------------------|
| Brick/Muenster 5# Loaf: | \$1.8375 - \$2.2100 | Process 5# Loaf:    | \$1.6950 - \$2.0000 |
| Monterey Jack 10#:      | \$1.7975 - \$2.5650 | Cheddar 40# Block:  | \$1.8550 - \$2.5650 |
| Mozzarella 5-6# (LMPS): | \$1.6700 - \$2.6650 | Blue 5# Loaf:       | \$2.1550 - \$2.9300 |
|                         |                     | Grade A Swiss 6-9#: | \$2.6400 - \$3.3300 |

**WEST - JAN. 5:** Western cheese prices are steady to firming. Although inventories are above year ago levels, cheese plants are operating on busy schedules to handle excess milk over the holidays. Process cheese accounts are showing increased interest for inventory into the new year. Contract orders are handling most production with CWT assistance benefitting export sales.

**Wholesale prices delivered, dollars per/lb:**

|                    |                     |                            |                     |
|--------------------|---------------------|----------------------------|---------------------|
| Cheddar 40# Block: | \$1.4575 - \$1.8100 | Process 5# Loaf:           | \$1.4600 - \$1.7175 |
| Monterey Jack 10#: | \$1.6475 - \$1.8075 | Cheddar 10# Cuts:          | \$1.6375 - \$1.8575 |
|                    |                     | Grade A Swiss Cuts 6 - 9#: | \$2.8100 - \$3.2400 |

**FOREIGN -TYPE CHEESE - JAN. 5:** The block cheese price held steady coming off the holiday period and closed Tuesday unchanged at \$1.3425. Recent price increases brought about an increase in the weekly average price, resulting in higher domestic wholesale prices for all varieties, except for Swiss Cuts which moved lower following the Class III price release on Friday. Swiss cheese production in the Northeast continues at increased levels with some marginal increases in inventory. Overall, Swiss cheese demand and sales continue to be good.

**Wholesale selling prices, delivered, dollars per/lb:**

|                           | Imported        | Domestic        |
|---------------------------|-----------------|-----------------|
| Blue:                     | \$2.6400-4.6900 | \$1.7875-3.2750 |
| Gorgonzola:               | \$3.6900-5.9900 | \$2.2900-2.5500 |
| Parmesan (Italy):         | 0               | \$3.1275-3.3200 |
| Provolone (Italy)         | \$3.4400-5.8900 | \$1.8300-1.9875 |
| Romano (Cows Milk):       | 0               | \$2.9775-5.1200 |
| Sardo Romano (Argentine): | \$2.8500-3.6900 | 0               |
| Reggiano (Argentine):     | \$3.2900-3.8300 | 0               |
| Jarlsberg (Brand):        | \$2.9500-4.6900 | 0               |
| Swiss Cuts Switzerland:   | 0               | \$3.3250-3.6475 |
| Swiss Cuts Finnish:       | \$2.5900-2.8500 | 0               |

## EUROPEAN DAIRY MARKETS

**WESTERN EUROPE - JAN. 6:** Milk production in Europe is on the eve of seasonal increases. Milk producers and handlers are stating that the deepest point of the season is over and milk volumes will soon be increasing at a more noticeable rate. With most of the milking herd housed in barns during the winter, cold temperatures should not have a significant impact on production growth. Some are reporting that increases in milk receipts are starting to occur, although in recent weeks, some milk deliveries to manufacturing facilities have been challenged by heavy snowfall. Traders and handlers are stating that buyer interest slowed during the recent holiday period, but is expected to increase as the New Year begins. Much of current buyer interest is centered around domestic needs.

**EASTERN EUROPE - JAN. 6:** Cold temperatures and winter conditions are occurring in most all Eastern European countries, thus minimal milk production or manufacturing activity is occurring. Traders and handlers are stating that sales activity is limited outside of some recent and potential tender business. Handlers and suppliers are stating that inventoried stock is still uncommitted and they would like to clear this before the start of the new production season. Many are hopeful that traders will receive positive results with their recent tender bids which will help reduce these volumes. For a recent tender, stocks will be coming from Europe and South America. European traders and handlers continue to closely monitor the g/DT event held in New Zealand.

## MILK EQUIVALENT, MILKFAT & SKIM SOLIDS

|                                  | Milkfat* Basis | Skim** Solids | Comparable period in 2010        | Milkfat* Basis | Skim** Solids |
|----------------------------------|----------------|---------------|----------------------------------|----------------|---------------|
| Week of Jan. 3 - Jan. 7, 2011    | 0.0            | 0.0           | Comparable period in 2010        | 0.0            | 0.0           |
| Cumulative since Oct. 1, 2010    | 0.0            | 0.0           | Cumulative same period last year | 0.0            | 1.5           |
| Cumulative Jan. 1 - Jan. 7, 2011 | 0.0            | 0.0           | Comparable Calendar year 2010    | 0.0            | 0.0           |

## WHOLESALE BUTTER MARKETS

**NATIONAL- DEC. 31:** Churning activity has increased at most all butter operations across the country as cream volumes became more available. Churning activity was centered around 80% salted butter for domestic needs with about 82% unsalted for export also being generated. Butter producers are indicating that international buyer interest is increasing and many anticipate that exports during early 2011 will be active. For the most part, butter producers were eager to procure surplus cream offerings and generate surplus butter stocks, as many report that their inventory situation is much lower at this time than in many years. Domestic butter demand during this holiday period was light, but shipments of previously placed orders did occur.

**NORTHEAST - JAN. 5:** Butter prices on the CME Group have increased in the last four trading sessions and closed 1 cent higher Tuesday at \$1.7000. Butter production remains at increased levels as cream supplies are heavy coming off the holiday weekend. Production of 82% butter has declined as butter makers are focusing on domestic, rather than export demand. Butter orders have declined, which is typical following the year-end holiday period. Some current purchasers of butter have expressed their concern for 2011 supplies and prices as being the reasons for purchasing now. Overall inventories are building and held with confidence.

**CENTRAL - JAN. 5:** The butter price has increased 9 3/4 cents since midweek last week to settle at \$1.7500 on Wednesday. Traders and handlers are stating that this is the highest cash price for this time of year that many can remember. The current cash price is 42 cents higher than last year at this time and 62 cents higher than in 2009. Churning activity over the Christmas/New Year holiday period was quite active in the Central part of the country. Addi-

tional cream supplies were available to local churns, but not as plentiful as many had anticipated. Holiday period churning activity centered around 80% salted butter for domestic needs with some 82% unsalted for export being churned. Some butter producers indicated that they actively churning salted butter for domestic needs as it appeared that domestic buyers were seeking butter for future needs. Some butter buyers are speculating that the lower cash prices of last week might be the low butter price for 2011. International buyer interest is slow this week, but traders and handlers continue to anticipate that this inquiry will build in the first quarter of the year. International butterfat supplies are tight, thus buyers are looking to the US for supply needs. In most instances, US butter prices are lower than international offerings. Domestic buyer interest remains light early in the week as buyers continue to assess their supply situation following the year-end holidays. Some buyers are looking to procure additional butter volumes for future use.

**WEST - JAN. 5:** Wednesday's butter price was up \$.0500 to \$1.7500. The price has gone up for the last five trading sessions. Trading activity is light with no sales reported so far the week. Western butter prices are at historic highs for this time of year. Churns are busy as cream volumes had increased over the yearend holidays. Manufacturers are trying to build inventories and are reluctant to offer spot loads. Post-holiday contract orders are being filled with little incentive to seek out new customers. Domestic and foreign demand are anticipated to compete for limited supplies. Weekly butter stocks had a net movement of 1.8 million pounds more last week to a warehouse adjusted 12.9 million pounds. Butter stocks typically begin to build at this time of year. The five-year average input for the first week of the year is 5.43 million pounds.

## WEEKLY COLD STORAGE HOLDINGS

**SELECTED STORAGE CENTERS IN 1,000 POUNDS - INCLUDING GOVERNMENT STOCKS**

| DATE           | BUTTER | CHEESE  |
|----------------|--------|---------|
| 1/03/11        | 3,528  | 117,082 |
| 12/01/10       | 6,652  | 132,399 |
| Change         | -3,124 | -15,317 |
| Percent Change | -47    | -12     |

## DRY MILK PRICES- JANUARY 3- 7, 2011

**Nonfat Dry Milk:**

|                           |                           |
|---------------------------|---------------------------|
| <b>Central &amp; East</b> |                           |
| Low/Med. Heat:            | 1.2125(-1/4) - 1.3200(+1) |
| Mostly:                   | 1.2500(NC) - 1.2950(+1/2) |
| High Heat:                | 1.3300(+3) - 1.3950(NC)   |

**Western**

|                |                             |
|----------------|-----------------------------|
| Low/Med. Heat: | 1.1825(-1/4) - 1.2800(+3/4) |
| Mostly:        | 1.2025(-1/4) - 1.2400(+1/2) |
| High Heat:     | 1.2400(+1/2) - 1.3950(+1/2) |

**Whole Milk:**

|                  |                         |
|------------------|-------------------------|
| <b>National:</b> | 1.6500(NC) - 1.7500(NC) |
|------------------|-------------------------|

**Buttermilk Powder:**

|                            |                           |
|----------------------------|---------------------------|
| <b>Central &amp; East:</b> | 1.1000 (+4) - 1.2700(NC)  |
| <b>West:</b>               | 1.0800 (NC) - 1.2000(NC)  |
| <b>Mostly:</b>             | 1.1400 (NC) - 1.1900 (NC) |

**California Weighted Average NFDM:**

| Week Ending: | Price:   | Total Sales: | Sales to CCC: |
|--------------|----------|--------------|---------------|
| December 31  | \$1.1896 | 10,647,112   | 0             |
| December 24  | \$1.1309 | 28,258,675   | 0             |

## ORGANIC DAIRY MARKET - RETAIL

**ORGANIC DAIRY RETAIL - DEC. 31:** Total organic dairy ad placements increased significantly when compared to the previous report. The increase can be attributed to increased ad placements for eggnog, whipping cream, sour cream, butter and other Class II and III organic products associated with the typical dairy consumer holiday trends. Together, organic dairy ads other than milk and yogurt totaled 3,417. Eggnog accounted for 791 of those ads, surpassing organic milk and organic yogurt ads, and was the organic product with the greatest number of organic ad placements. Organic yogurt was second in the number of ad placements with 671. Organic yogurt ads in 6-ounce containers accounted for over 29.8 percent of total yogurt ads. Organic milk ads followed closely behind yogurt ads with 649 ad placements. Surveyed ads reflect advertised "specials" and not the range of supermarket cooler prices. Ads from this period also represented a mixture of national brands and private label organic milk - even in ads for the same store. Organic cheese ad placements for 6-ounce packages of shredded Mozzarella, Cheddar and Monterey Jack cheeses totaled 574. The ads were confined to the Northeast and Southeast regions. All Mozzarella and Monterey Jack ads were priced at \$4.09. Cheddar prices ranged from \$4.09 to \$4.59 and had a weighted average price of \$4.36.

## CCC PURCHASES

| Butter       | 2010/2011   | 2009/2010   | NDM             | 2010/2011   | 2009/2010      |
|--------------|-------------|-------------|-----------------|-------------|----------------|
| Central      | None        | None        | Central         | None        | None           |
| West         | None        | None        | West            | None        | 132,276        |
| East         | None        | None        | East            | None        | None           |
| <b>TOTAL</b> | <b>None</b> | <b>None</b> | <b>TOTAL</b>    | <b>None</b> | <b>132,276</b> |
| Cheese       | 2010/2011   | 2009/2010   | Milk Equivalent | 2010/2011   | 2009/2010      |
| Central      | None        | None        | Central         | 0.0         | 0.0            |
| West         | None        | None        | West            | 0.0         | 100.0          |
| East         | None        | None        | East            | 0.0         | 0.0            |
| <b>TOTAL</b> | <b>None</b> | <b>None</b> | <b>TOTAL</b>    | <b>0.0</b>  | <b>100.0</b>   |

**CASH PRICES - JANUARY 3 - 7, 2011 - CME**

Visit [www.cheesereporter.com](http://www.cheesereporter.com) for daily prices

|                               | CHEDDAR BARRELS                     | 40-LB. BLOCKS                       | AA BUTTER                           | GRADE A NFDM                        | EXTRA GRADE NFDM                    |
|-------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| <b>MONDAY</b><br>January 3    | \$1.3400<br>(NC)                    | \$1.3425<br>(NC)                    | \$1.6900<br>(+2)                    | \$1.2700<br>(NC)                    | \$1.2250<br>(NC)                    |
| <b>TUESDAY</b><br>January 4   | \$1.3400<br>(NC)                    | \$1.3425<br>(NC)                    | \$1.7000<br>(+1)                    | \$1.2700<br>(NC)                    | \$1.2350<br>(+1)                    |
| <b>WEDNESDAY</b><br>January 5 | \$1.3400<br>(NC)                    | \$1.3450<br>(+¼)                    | \$1.7500<br>(+5)                    | \$1.3000<br>(+3)                    | \$1.2900<br>(+5½)                   |
| <b>THURSDAY</b><br>January 6  | \$1.3400<br>(NC)                    | \$1.3600<br>(+1½)                   | \$1.9500<br>(+20)                   | \$1.3000<br>(NC)                    | \$1.2900<br>(NC)                    |
| <b>FRIDAY</b><br>January 7    | \$1.3425<br>(+¼)                    | \$1.3650<br>(+½)                    | \$2.1000<br>(+15)                   | \$1.3300<br>(+3)                    | \$1.3400<br>(+5)                    |
| <b>Week's AVG Change</b>      | <b>\$1.3405</b><br><b>(+0.0055)</b> | <b>\$1.3510</b><br><b>(+0.0205)</b> | <b>\$1.8380</b><br><b>(+0.1805)</b> | <b>\$1.2940</b><br><b>(+0.0240)</b> | <b>\$1.2760</b><br><b>(+0.0510)</b> |
| <b>Last Week's AVG</b>        | <b>\$1.3350</b>                     | <b>\$1.3305</b>                     | <b>\$1.6575</b>                     | <b>\$1.2700</b>                     | <b>\$1.2250</b>                     |
| <b>2010 AVG Same Week</b>     | <b>\$1.4306</b>                     | <b>\$1.4800</b>                     | <b>\$1.32675</b>                    | <b>\$1.3700</b>                     | <b>\$1.4000</b>                     |

**DIRECTLY FROM THE CME FLOOR - RICE DAIRY**

Futures tacked on plenty of upside this week with February trading in a \$14.00 handle by the end of the week.



Starting out both blocks and barrels held at unchanged with a couple loads trading in each market with futures responding with little to no price activity. Tuesday's cash session only saw bids get posted below both markets, \$1.3200 bid for a few in each.

The middle of the week did see some slight upside in the block market with a ¼ cent higher settlement coming on two loads trading. Despite the barrel market holding at unchanged after trading four loads up to a ½ cent higher on the day, futures responded with some strength. Across the board settlements ranged from 5-20 higher with strong volume seen in the 1st quarter. Blocks caught a decent bid on Thursday with 5 loads trading up to a \$1.3600 settlement, 1 ½ cents higher. Futures got moving after cash with settlements ranging from 20 – 30 higher on the day going out to December 2011.

Rounding out the week both cash markets did see a bit of upside with the block tacking on a ½ cent and the barrel up ¼ cent. Futures really got moving after cash with February and March trading up to 30 – 40 higher on the day.

[www.ricedairy.com](http://www.ricedairy.com)

**WHEY MARKETS - JANUARY 3 - 7, 2011**

FOR THE PERIOD JANUARY 3 - JANUARY 7, 2011

|   |
|---|
| <b>Whey Protein Concentrate—Central and West:</b><br>Edible 34% Protein: .9800(NC) –1.0750(NC)    Mostly: .9900(+1) –1.0300(+2) |
| <b>Dry Whey—Central (Edible):</b><br>Nonhygroscopic: .3400(+½) – .4050(NC)    Mostly: .3550(+1½) – .3850(+1)                    |
| <b>Dry Whey—West (Edible):</b><br>Nonhygroscopic: .3675(+1) – .4300(NC)    Mostly: .3850(+1) – .4225(+1)                        |
| <b>Dry Whey—Northeast:</b> .3725(NC) — .4100(NC)  |
| <b>Lactose—Central and West:</b><br>Edible: .2800(+3) –.4350(NC)    Mostly: .3300(+2) –.3650(+½)                                |
| <b>Casein: Rennet:</b> \$3.9500(+5) – \$4.3000(NC)    Acid: \$4.0000(+10) - \$4.2500(NC)  |
| <b>Animal Feed Whey—Central:</b> Milk Replacer: .2500(NC) –.3800(NC)  |

Visit [www.cheesereporter.com](http://www.cheesereporter.com) for weekly prices

**HISTORICAL MILK PRICES - CLASS III**

|     | Jan          | Feb          | Mar          | Apr          | May          | Jun          | Jul          | Aug          | Sep          | Oct          | Nov          | Dec          |
|-----|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| '95 | 11.35        | 11.79        | 11.89        | 11.16        | 11.12        | 11.42        | 11.23        | 11.55        | 12.08        | 12.61        | 12.87        | 12.91        |
| '96 | 12.73        | 12.59        | 12.70        | 13.09        | 13.77        | 13.92        | 14.49        | 14.94        | 15.37        | 14.13        | 11.61        | 11.34        |
| '97 | 11.94        | 12.46        | 12.49        | 11.44        | 10.70        | 10.74        | 10.86        | 12.07        | 12.79        | 12.83        | 12.96        | 13.29        |
| '98 | 13.25        | 13.32        | 12.81        | 12.01        | 10.88        | 13.10        | 14.77        | 14.99        | 15.10        | 16.04        | 16.84        | 17.34        |
| '99 | 16.27        | 10.27        | 11.62        | 11.81        | 11.26        | 11.42        | 13.59        | 15.79        | 16.26        | 11.49        | 9.79         | 9.63         |
| '00 | 10.05        | 9.54         | 9.54         | 9.41         | 9.37         | 9.46         | 10.66        | 10.13        | 10.76        | 10.02        | 8.57         | 9.37         |
| '01 | 9.99         | 10.27        | 11.42        | 12.06        | 13.83        | 15.02        | 15.46        | 15.55        | 15.90        | 14.60        | 11.31        | 11.80        |
| '02 | 11.87        | 11.63        | 10.65        | 10.85        | 10.82        | 10.09        | 9.33         | 9.54         | 9.92         | 10.72        | 9.84         | 9.74         |
| '03 | 9.78         | 9.66         | 9.11         | 9.73         | 9.71         | 9.75         | 11.78        | 13.80        | 14.30        | 14.39        | 13.47        | 11.87        |
| '04 | 11.61        | 11.89        | 14.49        | <b>19.66</b> | <b>20.58</b> | 17.68        | 14.85        | 14.04        | 14.72        | 14.16        | 14.89        | 16.14        |
| '05 | 14.14        | 14.70        | 14.08        | 14.61        | 13.77        | 13.92        | 14.35        | 13.60        | 14.30        | 14.35        | 13.35        | 13.37        |
| '06 | 13.39        | 12.20        | 11.11        | 10.93        | 10.83        | 11.29        | 10.92        | 11.06        | 12.29        | 12.32        | 12.84        | 13.47        |
| '07 | 13.56        | 14.18        | 15.09        | 16.09        | 17.60        | 20.17        | <b>21.38</b> | <b>19.83</b> | <b>20.07</b> | <b>18.70</b> | <b>19.22</b> | <b>20.60</b> |
| '08 | <b>19.32</b> | <b>17.03</b> | <b>18.00</b> | 16.76        | 18.18        | <b>20.25</b> | 18.24        | 17.32        | 16.82        | 17.06        | 15.51        | 15.28        |
| '09 | 10.78        | 9.31         | 10.44        | 10.78        | 9.84         | 9.97         | 9.97         | 11.20        | 12.11        | 12.82        | 14.08        | 14.98        |
| '10 | 14.50        | 14.28        | 12.78        | 12.92        | 13.38        | 13.62        | 13.74        | 15.18        | 16.26        | 16.94        | 15.44        | 13.83        |

**All Dairy Product Prices Rise In Fonterra's Latest Online Auction; US Butter Price Back Above \$2.00**

**Wellington, New Zealand, and Chicago**—The gDT-TWI price at Fonterra's bimonthly globalDairy-Trade auction this week jumped 7.1 percent from the previous trading event.

Average prices across all contracts were higher for all four products traded: whole milk powder, skim milk powder, anhydrous milkfat and buttermilk powder.

This week's auction, which was the first trading event of 2011, included 140 participating bidders and 79 winning bidders.

Results by product in this week's globalDairyTrade event, with comparisons to the auction held three weeks ago, were as follows:

■ Whole milk powder: the average price was US\$3,750 per metric ton FAS, up 3.8 percent.

Average prices for each contract period were: Contract 1 (March 2011), \$3,637 per ton, up 1.1 percent; Contract 2 (April-June 2011), \$3,859 per ton, up 5.6 percent; and Contract 3 (July-September 2011), \$3,936 per ton, up 10.3 percent.

■ Skim milk powder: the average price was US\$3,492 per metric ton FAS, up 10.9 percent.

Average prices for each contract period were: Contract 1, \$3,406 per ton, up 13.6 percent; Contract 2, \$3,497 per ton, up 10.7 percent; and Contract 3, \$3,690 per ton, up 3.9 percent.

■ Anhydrous milkfat: the average price was US\$5,984 per ton, up 10.6 percent.








Average prices for each contract period were: Contract 1, \$5,977 per ton, up 11.6 percent; Contract 2, \$5,985 per ton, up 10.4 percent; and Contract 3, \$6,015 per ton, up 8.2 percent.


■ Buttermilk powder: the average price was US\$3,390 per ton, up 20.6 percent. That was the average price for Contract 1; no price was published for Contract 2 or Contract 3.


Meanwhile, all cash dairy product prices at the Chicago Mercantile moved higher this week, but it was the butter price that took a major jump, climbing above \$2.00 per pound for the first time in almost two months.

In 2010, the cash butter price first topped \$2.00 per pound on August 19, rose to a high of \$2.2350 in late September, and remained above \$2.00 per pound until November 12. The butter price bottomed out at \$1.5300 per pound in late November, started rising on December 1, and today jumped 15 cents to close at \$2.1000 per pound. r


## NEW Grating Head Options





Parmesan Cheese  
Coarse Granules

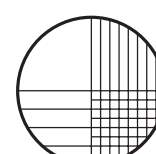


Parmesan Cheese  
Tiny Shreds

Urschel now offers a variety of grating heads that produce cuts from coarse granules to different types of shreds. This new development increases versatility for the Urschel Models CC-D, CC-DL, and CCX-D.

Grating heads are made up of four posts with corresponding fasteners, upper support ring, locking lower support ring, and a grating screen. A multitude of interchangeable grating screens are available to easily switch from one type of grating style to another.

Contact Urschel for more information.



**URSCHEL®**  
THE SIZE REDUCTION SPECIALISTS  
[www.urschel.com](http://www.urschel.com)  
URSCHEL LABORATORIES, INC.

Email: [info@urschel.com](mailto:info@urschel.com) • Phone: (219) 464-4811  
PO Box 2200, 2503 Calumet Avenue, Valparaiso, IN 46384-2200 U.S.A.  
Urschel is a registered trademark of Urschel Laboratories, Inc.

For more information, circle #20 on the Reader Response Card on p. 10