

CHEESE MARKET NEWS[®]

The Weekly Newspaper Of The Nation's Cheese And Dairy/Deli Business



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CHEESE MARKET NEWS'
2014 Market Directory
supplement.

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CMN's annual round table:

Industry leaders weigh in on milk pricing, exports, farm bill

Welcome to *Cheese Market News'* round table, our annual discussion of pressing industry issues.

Each year, the *CMN* staff asks dairy executives throughout the nation to participate by providing their written responses to several questions we pose regarding issues affecting the industry.

We then run a selection of those responses in a two-part series. This week our panelists discuss dairy prices, world dairy demand and the farm bill. Next week, the discussion will continue with topics including consumption patterns, raw milk and social media.

We thank each of our round table participants for taking time in the midst of busy schedules to provide responses. Following are this year's panelists:

- Greg Dryer, senior vice president, industry and government relations, Saputo Cheese Division (USA);
- Jeff Gentine, executive vice president and co-owner of Masters Gallery Foods Inc.;
- Mary Ledman, dairy economist, Daily Dairy Report;
- Jim Mulhern, incoming president and CEO, National Milk Producers Federation;
- Gene Quast, vice president, sales and marketing, Century Foods International, a division of Hormel Foods; and
- Connie Tipton, president and CEO, International Dairy Foods Association.

Please note that the participants' responses are their own opinions and may or may not reflect the opinions of their companies.

How do you believe dairy prices will track for key commodities in 2014? What do you anticipate feed/price ratios to look like and how

will this affect U.S. milk production?

Dryer: Conventional wisdom says export demand will remain strong but that improved producer margins from declining feed prices will lead to increased domestic milk production. That coupled with expected production recovery in the major exporting regions of New Zealand and Western Europe is predicted to result in product prices that are 5 to 10 cents lower than 2013. Of course conventional wisdom is usually wrong, so the question becomes, is the risk more to the high side or the low side? I am fairly confident that U.S. production costs will be lower all year. Prices tend to follow cost of production in the long run. It is reasonable to expect a fairly strong domestic supply response. Bullish factors seem less reliable, so I think we may surpass predictions on the low side. Of course as always, Mother Nature will be the decider.

It's time to deep six the milk/feed ratio. It has outlived its usefulness. Income over feed cost should be stimulative for production most of the year.

Gentine: On average, I expect dairy prices to return to a more historical pattern, lower in the first half, higher in second, with the overall annual average to be higher at \$1.65 to \$1.75. This is despite good feed ratios and due to whole milk powder and exports.

Ledman: The outlook for producer level milk prices and margins is very favorable through the first half of 2014. The hangover of strong global demand in tandem with lower corn prices will support farm-level margins. However, not all feed prices will be significantly lower in 2014. Forage prices are expected to remain strong due in part to the several years of back-to-back droughts in the plains and rising export demand. The forecast for the second half of 2014 is more uncertain. Dairy producers around the globe are currently receiving the market signals to produce more milk. Meanwhile, consumers around the world are just beginning to see higher prices. A strong market correction could occur mid-year as ample milk production collides with a pull back in consumer demand.

Turn to *ROUND*, page 6 ⇨

FDA pilot will test domestic, imported raw milk cheeses

WASHINGTON — In January, FDA will begin a pilot program for testing raw milk cheeses. The program will focus on domestic and imported raw milk cheese aged at least 60 days, both hard and soft styles. It will test approximately 1,600 samples for *Salmonella*, *Listeria monocytogenes* and *E. coli* O157:H7. Seventy percent of the cheeses sampled will be imported, and 30 percent will be domestic. The pilot program will take place in addition to, rather than in place of, current FDA sampling programs.

FDA shared information about the pilot program via a Dec. 19 conference call with members of dairy industry organizations. There will be no official public notification about the program.

According to information in an American Cheese Society (ACS) member alert, the FDA program will test a new microbiological sampling surveillance model designed to help fill knowledge gaps on the prevalence of microbiological hazards in commodities and increase FDA's understanding of risks, contamination rates and mitigation strategies. Along with raw milk cheese, the pilot program will include domestic and imported sprouts and raw almonds.

ACS Executive Director Nora Weiser says ACS will keep its members posted if the association hears anything further and will reach out to FDA on how this and any other programs will affect cheesemakers.

"We're doing our best to stay in the loop to be proactive on any changes," Weiser says. "We try to regularly remind (FDA) we are here, and that our members are a different subset of cheesemakers. Changes will affect small producers who are doing things differently."

The International Dairy Foods Association (IDFA) also says it will keep its members informed.

"Food safety is the top priority of all dairy foods companies," says Clay Hough, senior group vice president and general counsel, IDFA. "IDFA and its members are aware of the new raw milk cheese sampling

Turn to *PILOT*, page 12 ⇨

Gossner to close Imperial Valley plant in California

By Rena Archwamety

LOGAN, Utah — Gossner Foods Inc. is closing Imperial Valley Cheese, its Swiss and Muenster plant in El Centro, Calif., due to lack of milk supply.

The last milk will be received at the plant Dec. 31, and the shutdown process will continue for about a week after that, says Greg Rowley, executive vice president, Gossner Foods. The closure will affect about 15 full-time, one part-time and a couple of temporary employees.

Gossner Foods started the plant in 1999 in partnership with dairy producer Jim Kuhn and his KF Dairy, also of El Centro, Calif. Kuhn died in a 2005 accident, and his dairy business later was sold. The Imperial Valley plant only had one other milk supplier,

Turn to *GOSSNER*, page 12 ⇨

Holland's Family Cheese to move into new facility

THORP, Wis. — Holland's Family Cheese this week announced it is starting the process of moving into its new creamery and dairy along Highway 29 in Thorp, Wis.

As of Monday, shipping was suspended and will resume once the company is in its new facility, which is expected to be in a few weeks. The store will be open until Dec. 30.

Turn to *MOVE*, page 12 ⇨

GUEST COLUMNIST



CMN Exclusive!



Perspective: Industry Issues

Connie Tipton is president and CEO of the International Dairy Foods Association. She contributes this column exclusively for *Cheese Market News*®.

A successful journey

As I embark on the beginning of a second decade as the president and CEO of the International Dairy Foods Association in January 2014, I am excited for a future with a thriving dairy industry. I'm also reflective about the journey we take to get there and how important it is to our ultimate success. Priorities and goals are essential, but it is the striving for them that completes our achievement.

The dairy industry is poised to continue growing in the new year, even surpassing our incredible attainments in export markets this past year. New trade agreements are being hashed-out that could provide even greater market access, and companies are innovating with many new and improved products to boost dairy sales.

While all of that activity is exciting, we still face our challenges with

keeping milk in the fridge and on the table, as well as in school meals. And we still face enormous market interference that creates friction in going to market as nimbly as possible. Things like federal milk marketing orders and product standards of identity still bog us down.

So we must set our sights on the next steps to take, but keep in mind that the entire journey is really what it's all about — staying true to a principled approach and working hard on each and every goal along the way. Colin Powell once said, "There are no secrets to success. It is the result of preparation, hard work and learning from failure."

During my career with the dairy foods industry, I have been fortunate to work with many industry leaders and to have built great relationships

and friendships with so many interesting people. It is an awesome honor to represent the many fine companies in IDFA's membership and to work collaboratively with the leaders of those companies. The competencies, skills and advice shared with me and with IDFA have made an enormous contribution to the industry's betterment and to me personally.

While those industry relationships are invaluable to keeping IDFA's programs and activities (and our staff) on track, I have benefitted equally by building relationships with congressmen, senators, other government officials and colleagues in similar advocacy jobs in our nation's capital. These relationships have paid off over and over again in achieving successes for IDFA, but they also have been broadening and rewarding in so many ways, making me realize that my journey has not been just about meeting goals but also about sharing talents and giving back to the community where I live and work. Honesty, trust and reliability are important guideposts along that journey and make it so much richer an experience.

It is all too easy to simply focus on what's next, what's the closest threat or opportunity. But the successful journey is ultimately the accomplishment, not any one goal along the way. As Vince Lombardi said, "The price of success is hard work, dedication to the job at hand, and the determination that, whether we win or lose, we have applied the best of ourselves to the task at hand."

And as I reflect on this, I realize

how difficult and messy the democratic processes are in Washington, D.C. It's not a simple structure like a company where the CEO gets the first and the last word, maybe with some input and even a little push-back, but not likely with harsh rhetoric or personal accusations. Legislative goals drive members of Congress and outside advocates alike, but often the policy objectives get lost in the political process and no one wins.

That's why it is so important for all of us to strive to be honest brokers in representing and pursuing policy objectives; ethical advocates whose principles drive policy direction and whose word can be trusted; advocates who want a workable solution to the problems facing us, whether it's on dairy policy, a federal budget, entitlement programs or revamping our tax code.

As the first session of the 113th Congress is wrapping up (and that will include the first weeks of the new year), I am hopeful for completion of a workable farm bill that forms a path for prosperity in the dairy industry. Looking beyond that, I hope for a journey in policymaking that returns our country to its path toward greatness and for a journey that gives us a world at peace.

As we face a new year, it is a good time to make sure we are all on track for a successful journey, not just checking off the goals on our to-do list. **CMN**

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

NEWS/BUSINESS



Pennsylvania Milk Marketing Board decides to retain Class I over-order premium of \$1.60

HARRISBURG, Pa. — The Pennsylvania Milk Marketing Board recently announced that the over-order premium for Class I milk produced, processed and sold in Pennsylvania will remain at \$1.60 per hundredweight from Jan. 1 through Sept. 30, 2014.

Earlier this year, the Pennsylvania Milk Marketing Board reduced the over-order premium from \$1.85 to \$1.60 per hundredweight for July 1 through Dec. 30 in order to be more closely in line with premiums in nearby markets. (*See "Pennsylvania Milk Marketing Board sets lower over-order premium, fuel adjuster" in the June 28, 2013, issue of Cheese Market News.*)

The board also ruled that it will change its hearing schedule to avoid holidays and vacations in order to provide interested parties and board staff the opportunity to more thoroughly prepare for the over-order premium and cost replacement hearings.

Dairy industry representatives testified during a Dec. 4 hearing that the over-order premium be set at \$1.60

per hundredweight. Dean Ellinwood, who testified as an expert in raw milk marketing, procurement and sales on behalf of the Greater Northeast Milk Marketing Agency, noted that farm milk production currently is in balance with milk demand in the Northeast, and that new and expanding plants in the Northeast would impact the demand for Pennsylvania milk and could result in a very tight milk supply/demand situation. He recommended that the over-order premium be set at \$1.60 per hundredweight through Aug. 31.

Michael Evanish and Richard Ebert, who both testified on behalf of the Pennsylvania Farm Bureau, also recommended that the over-order premium be set at \$1.60 per hundredweight for the first half of 2014.

David DeSantis, who testified for the Pennsylvania Milk Marketing Board staff as an expert in milk cost accounting and regulation, said if over-order premium hearings were held in April and October, they would

occur during times when there are typically fewer demands on the board's schedule.

The board agreed that the \$1.60 per hundredweight over-order premium should continue through Sept. 30, 2014. However, by establishing a nine-month duration for this order, the board says it does not intend to signal any inten-

tion to establish similar durations for any future over-order premium orders. Future over-order premium levels and durations will be established based on evidence presented at future hearings.

For more information about the Pennsylvania Milk Marketing Board, visit www.mmb.state.pa.us/portal/server.pt/community/mb_home. **CMN**

ProActive Solutions launches new division

GREEN BAY, Wis. — ProActive Solutions USA LLC recently announced that with the hiring of Mike Welsing and the integration of industrial maintenance supply house Welsing and Associates, the company has created a new Pro-Maintenance & Shipping and Supply Division.

ProActive Solutions USA says this new division will add the approach of a "one stop shop," supplying all its customers' needs in the areas of building maintenance, shop maintenance, shipping and packaging supplies, restaurant

and hotel supplies, and the equipment necessary in these areas.

"We will continue to save our customers money through one PO, one delivery and one check," the company says. "This new division allows us to continue our aggressive growth, allowing ProActive Solutions USA to better meet our customers' needs. We look forward to discussing our new capabilities with our customers both old and new."

For more information, visit www.proactivesolutionsusa.com. **CMN**

NEWS/BUSINESS



FDA proposes rule for food defense plans

WASHINGTON — FDA recently proposed a rule that would require the largest food businesses in the United States and abroad to take steps to prevent facilities from being the target of intentional attempts to contaminate the food supply.

FDA says while such events are unlikely to occur, mitigating strategies proposed in the rule can continue to ensure the safety of the food supply. The proposed rule is intended as a preventive measure, and FDA is seeking public comment on the proposed approach. This proposed rule is the sixth issued under FDA's Food Safety Modernization Act (FSMA) this year.

"The goal is to protect the food supply from those who may attempt to cause large-scale public health harm," says Michael R. Taylor, FDA's deputy commissioner for foods and veterinary medicine. "Such events, while unlikely to occur, must be taken seriously because they have the potential to cause serious public health and economic consequences. The FDA's goal is to devise an approach that effectively protects the food supply in a practical, cost effective manner."

FDA proposes a targeted approach focused on certain processes within a food facility that are most likely to be vulnerable to attack. Under the proposed rule, a food facility would be required to have a written food defense plan that addresses significant vulnerabilities in its food production process. Facilities then would have to identify and implement strategies to address these vulnerabilities, establish monitoring procedures and corrective actions, verify that the system is working, ensure that personnel assigned to the vulnerable areas receive appropriate training, and maintain certain records.

This is the first time FDA has proposed a regulatory approach for preventing intentional adulteration of the food supply, and the agency says it is seeking public input to refine its approach and further focus the scope of the rule.

Since Sept. 11, 2001, and the subsequent passage of the Public Health Security and Bioterrorism Preparedness and Response Act of 2002, FDA has developed a variety of guidance and other tools to help industry protect the food supply against intentional adulteration. This rule builds on those efforts as well as the steps industry has taken.

FDA has proposed exemptions to the rule based on size of business, sales and certain types of operations such as holding and repacking food, with certain exceptions. The proposed rule does not apply to farms and food for animals.

Also in the proposed rule, FDA describes its current thinking and is seeking comment on other issues, including economically motivated adulteration.

FDA is seeking comments on its evaluation of what the agency considers to be low-risk activities for intentional contamination at farm and mixed-type facilities, with a specific focus on the risk presented by acts of terrorism.

FDA is proposing staggered implementation dates for the proposed rule based on business size, ranging from one year to three years after publication of the final rule. The proposed rule is available for public comment until March 31, 2014.

For more information, visit www.federalregister.gov/articles/2013/12/24/2013-30373/focused-mitigation-strategies-to-protect-food-against-intentional-adulteration. **CMN**

Redwood Hill recognized for green efforts

SEBASTOPOL, Calif. — Redwood Hill Farm & Creamery recently was recognized as a Sonoma County Green Business environmental leader.

The Sonoma Green Business Program, part of the Sonoma County Economic Development Board, is a partnership of government agencies and utilities that assists, recognizes and promotes local organizations, focusing on small to medium-sized consumer-oriented businesses that are voluntarily operating in environmentally responsible ways. Certified participants must be in compliance with all environmental regulations and meet program standards for conserving resources, preventing pollution and minimizing waste while demonstrating goodwill in the community.

"It became evident very early on in the certification process that Redwood Hill Farm takes sustainability and the welfare of our environment very seriously," says Kevin Kumataka, green business coordinator. "They are a shining example that green business is smart business here in Sonoma and throughout the state."

Redwood Hill Farm rewards employees for new re-use and recycle ideas, recycles extensively at both the farm and the creamery, reclaims water to clean areas where acceptable, composts manure and straw/hay stems, and uses only organic fruits in its yogurts. The company also provides solar-powered electric vehicle recharging stations at the creamery and uses two hybrid company vehicles.

The company has been recognized for their practices in the past, including a Best Practices Award from the Business Environmental Alliance of Sonoma County. It also holds the distinction of being the first goat dairy in the United States to be "certified humane."

"We are proud to display our Green Business Sonoma County Certification," says Jennifer Bice. "Sustainability has been a part of our family business since my parents first founded Redwood Hill Farm here 45 years ago. We continually look for ways to implement green practices from farm to finished product for the benefit of the animals, the land and the people." **CMN**

Sleigh cows



Photo courtesy of Sassy Cow Creamery

COLUMBUS, Wis. — Sassy Cow Creamery added some holiday dairy decor to its creamery, retail store and farms just north of Madison, Wis., where last-minute holiday shoppers could stop by through Christmas Eve for pre-made or custom holiday gift boxes. The farmstead milk bottling business and store, which opened in 2008 on the Baerwolf family farm, offers milk, ice cream and other dairy products from the creamery as well as other locally-produced products. Visitors also can view Sassy Cow products being made through windows between the store and processing area. **CMN**



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ROUND TABLE

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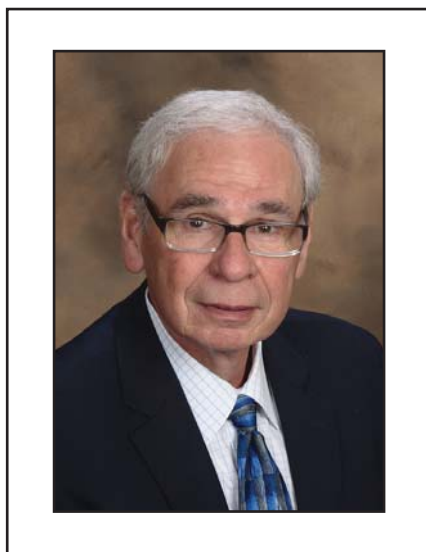
ROUND

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Mulhern: Our outlook right now is for stronger than average prices for most dairy categories in the first half of 2014, particularly for cheese and milk powders. Global demand remains strong, and barring any unanticipated sudden shifts in currencies or the economic health of key markets domestically or internationally, the outlook is good. For farmers, this is particularly good news because the price range for feedstuffs should be significantly lower than in recent years, meaning that margins will be healthier between now and at least next spring.

Quast: Milk has traditionally tracked corn and soybean pricing, and we anticipate milk production and exports should be good.

How is global demand for dairy impacting the average U.S. dairy company? Do you expect demand for U.S. dairy products to continue to grow, or are you concerned that a slowdown in global dairy demand or change in other countries' export supplies could negatively affect the U.S. market?



Greg Dryer
SAPUTO CHEESE DIVISION (USA)

Dryer: Global demand is the elephant in the room. It will grow to school bus proportions before it's done, and the United States will be in the driver seat. I don't foresee anything likely to slow that momentum significantly. Recent articles indicate that China's dairy cattle numbers actually declined significantly last year while projected developing countries' dairy product demand growth by 2022 may exceed all of the United States' current production capacity.



Jeff Gentine
MASTERS GALLERY FOODS INC.

Gentine: Global demand pushes up U.S. dairy prices, which will have an impact on U.S. consumption. I do not see a significant long-term slowdown in global demand.

Mulhern: 2013 was a record year for U.S. dairy exports. Certainly, this growth of global demand for dairy products, which U.S. farmers and processors are filling, is a positive for the entire value chain. This also makes us more vulnerable to political, fiscal and economic shocks in key foreign markets or entire regions. We want to avoid the potential for a repeat of 2009, when the advent of the Great Recession shook up global markets and damaged U.S. dairy exports, which caused our domestic milk prices to plummet. The changes we've been advocating in the domestic safety net, i.e. eliminating the price support program in favor of a new margin insurance program, are an important learning from what happened four years ago.

Quast: It appears global demand for U.S. dairy products will continue to grow because of the high quality of these products.

Tipton: The strong demand for U.S. dairy exports impacts everyone in the U.S. dairy industry as this results in stronger prices throughout the U.S. supply chain. These exports will continue because the United States is uniquely suited to fill the expanding global demand for dairy, especially in regions like Asia and Africa, which are not able to grow local production fast enough. I am more concerned that the United States will be its own worst enemy, refusing to adopt significant changes to policies and regulations that impede our dairy industry's ability to compete internationally.

Where do you see the greatest opportunities for cheese and dairy products? What do U.S. dairy companies need to do to best position themselves to remain competitive and growing?

Gentine: The greatest opportunity for growth remains strong global demand for U.S. made dairy products; this is not a short-term trend. Domestically, consumers continue to look for more



Mary Ledman
DAILY DAIRY REPORT

convenience and portability, whether shredded, diced or in a convenient snack form, and there are certainly more opportunities within those categories for innovation. There is also a marketing opportunity to better educate the consumer to the calcium and dairy protein attributes of cheese, similar to the efforts used to successfully promote the protein benefits of Greek-style yogurts.

Ledman: The proliferation of the western diet in the Middle East, Southeast Asia and China offers tremendous opportunity for U.S. cheese manufacturers. The per capita cheese consumption in the United States increased from less than 15 pounds per person in 1975 to over 30 pounds per person in 2000. Much of that gain was due to increased demand from foodservice outlets. The demographics in these countries with a large, youth population will favor increased cheeseburger and pizza consumption, which will require more cheese.

Quast: The greatest opportunities for future innovations lie in using cheese and dairy as ingredients in other foods. Yogurts of all kinds, especially Greek, are driving new growth in milk demand. The United States consumes very little yogurt per capita compared to other parts of the world. The best quality and perceived value as compared to other foods will drive consumers to continue to embrace dairy foods.

Tipton: Exports can get a real boost from new trade agreements that provide greater market access for our products. The Trans-Pacific Partnership can open market opportunities in the Pacific Rim and Canada, and the Transatlantic Trade and Investment Partnership could significantly increase U.S. dairy exports to the European Union from current low levels. For U.S. dairy companies to continue growing in any market, we need to avoid supply management in the Farm Bill and to look at significant reforms in other policies that impede market development. Federal milk marketing orders and rigid standards of identity are two examples of policies needing to get with the times.

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Jim Mulhern
NATIONAL MILK
PRODUCERS FEDERATION



Gene Quast
CENTURY FOODS
INTERNATIONAL



Connie Tipton
INTERNATIONAL DAIRY
FOODS ASSOCIATION

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How have the conflicts and stalemates in Washington, D.C., affected the dairy industry this year?

Dryer: Uncertainty is the enemy of decision making. Government is and has always been the wild card, but never quite as unpredictably as now. It would be foolhardy for a business to ante up in a big way in an environment where the rules of the game can change overnight at the whims of the power brokers. We have a government comprised of polar opposites engaged in a dangerous game of gridlock. If the balance tips in one direction or another, it doesn't land anywhere near the middle. Healthcare is an example of that. As the saying goes: "the road to hell is paved with good intentions." I have little doubt that the actions of government are well intended. However the problems stem from all the consequences of actions that were never intended or even anticipated. As

of this writing we have no farm bill. We haven't had a Class III hearing in over five years. We have no chocolate milk in schools but we have 47 million people on food stamps. The effects on our industry by our friends in Washington are innumerable.

Ledman: The conflicts and stalemates in Washington, D.C. have led to a misallocation of resources by the dairy sector. Many dairy companies devote significant resources in the form of talented executives' time and travel budgets to keep Congress abreast of the policy impacts upon their businesses. Several manufacturers of bulk dairy products (those eligible for the price support program) have devised strategies/plans to sell product to the government IF the support prices reverted to 1949 law. These are prudent actions, but unfortunately neither creates new products or new markets.

Mulhern: It's been unfortunate but necessary to fight this battle over the best way to provide a safety net in the farm bill for dairy producers. That's our primary role as the advocacy orga-

nization for America's dairy farmers. At times it may seem to some to be a cold war between our group and those working on behalf of dairy processors. I prefer another metaphor: It's like a cold sore, something that's been a minor yet visible distraction and annoyance, but not something from which we can't recover, once the issue of the farm bill has been settled.

Tipton: The vote on the Goodlatte-Scott amendment in the House of Representatives was the first vote on a standalone dairy issue in the past few years, reflecting a changing dynamic on agriculture issues. The overwhelming and bipartisan rejection of dairy supply management signaled that there is little support outside of the agriculture committees for rehashing outdated agriculture policies that increase government interference in markets at the expense of consumers and our nutritional safety net. Going forward, legislative strategies for the

dairy industry cannot simply address the needs of a few players; they will need to consider the more universal concerns of taxpayers and consumers, both domestic and international, as well as businesses throughout the food chain.

With two opposing approaches to dairy reform in the Farm Bill negotiations (i.e. supply management vs. no supply management), do you believe the industry will be able to unify once legislation in one form or another is passed?

Dryer: Yes. There is no other choice. Adapt or die. That does not mean, however, that one doesn't continue to work for what they firmly believe is in the best interest of the industry.

Gentine: Yes. As an industry, we have historically done a nice job of moving past our differences and continuing to drive innovation, improve efficiencies and enter new markets.

Ledman: This assumes that the dairy industry has ever been unified. Regional differences in the regulated milk prices received by dairy producers and differences in the class prices paid by dairy processors have contributed to the lack of consensus building and a cohesive dairy policy.

Tipton: Even during the fight over dairy supply management, dairy manufacturers, co-ops and producers worked together to promote industry goals on issues where we have common ground, primarily in the area of increasing domestic and international demand for dairy products. We believe these alliances will continue and are hopeful that the industry can also find common ground on ways to reform our federal pricing system so that it no longer stands in the way of product innovation and industry growth. CMN

NEWS/BUSINESS

November butter stocks down 5 percent, cheese stocks up 1 percent from year ago

WASHINGTON—American-type natural cheese in U.S. cold storage totaled 616.1 million pounds Nov. 30, 2013, down 2 percent from Oct. 31, 2013's 626.2 million pounds but 1 percent higher than the 611.7 million pounds in cold storage at the end of November 2012, according to data released this week by USDA's National Agricultural Statistics Service (NASS).

Swiss cheese in cold storage totaled 26.0 million pounds Nov. 30, down 7 percent from Oct. 31, 2013's 27.9 million pounds and down 16 percent from 30.9 million pounds in cold storage Nov. 30, 2012.

NASS reports other natural cheese in cold storage totaled 356.4 million pounds, down 3 percent from Oct.

31, 2013's 365.6 million pounds but 4 percent higher than the 343.3 million pounds in cold storage at the end of November 2012.

This brings total natural cheese stocks to 998.5 million pounds Nov. 30, 2013, down 2 percent from 1.02 billion pounds at the end of the previous month but 1 percent higher than the 985.9 million pounds of total cheese in cold storage Nov. 30, 2012.

NASS reports butter in cold storage totaled 121.4 million pounds at the end of November 2013, down 33 percent from Oct. 31, 2013's 181.8 million pounds and 5 percent lower than the 127.3 million pounds in cold storage at the end of November 2012. CMN

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FDA report examines the number and cost of food facility inspections in fiscal year 2012

WASHINGTON — FDA late last month released its third annual report to Congress on food facilities, food imports and FDA foreign offices. The annual report is required under the Food Safety Modernization Act (FSMA).

For fiscal year 2012 (which ended Sept. 30, 2012), approximately \$198.5 million was appropriated to inspect registered facilities, of which \$145.2 million was used for FDA inspection of domestic facilities and \$34.7 million for FDA inspection of foreign facilities, the report notes. These amounts include appropriations used to inspect facilities that manufacture food for human consumption and post-market inspections conducted for FDA's Center for Veterinary Medicine (CVM), with the exception of veterinary drug inspection.

In addition, of this total, \$18.6 million was provided to state agencies through contracts to perform domestic inspections on behalf of FDA. These figures do not include the cost of inspections at the border, such as sampling and field examinations, nor does it include costs for functions such as laboratory analyses or criminal investigations, the report notes.

According to the report, in fiscal 2012, the average inspection costs of FDA-identified FSMA high-risk and non-high-risk domestic food facilities were \$15,500 (including attempted inspections) per high-risk food facility inspection and \$9,200 (including attempted inspections) per non-high-risk food facility inspection. Foreign high-risk food facility inspections averaged \$23,600 per inspection.

"Attempted inspections" are inspections where the investigators determine that the facility is out of business, no longer handles FDA-regulated products or is not operating at the time of the attempted inspection.

Whether a facility is characterized as high-risk or non-high-risk does not alone determine the cost of inspection, FDA says. The report notes that the risk level is only one element of many that affects the cost of doing an inspection. Other factors include, but are not limited to, the size of the facility, both in terms of the number of people and square footage of the facility, the complexity or level of automation of the manufacturing process, and the volume of products, both in terms of the quantity produced and the number of different types of products produced.

Prior to Oct. 22, 2012, there were 172,969 active registered domestic food and feed facilities and 285,977 active registered foreign food and feed facilities, for a total of 458,946, the report notes. These numbers reflect food facilities registered under the Bioterrorism Act of 2002 requirements.

In fiscal 2012, FDA and the states under contract with FDA inspected (or attempted to inspect) 24,462 domestic food facilities, and FDA inspected 1,342 foreign food facilities, the report says.

During fiscal 2011, FDA's Center for Food Safety and Applied Nutrition (CFSAN) identified 22,325 domestic food firms as high-risk. Of this inventory, 11,007 were inspected in fiscal 2011. In fiscal 2012, another 9,023 high-risk facilities were inspected (or inspection was attempted), totaling 19,030, or 85 percent of this inventory, FDA notes. In addition, another 3,736 firms inspected in fiscal 2011 were re-inspected (or inspection was attempted) in fiscal 2012.

FDA is attempting to inspect all initially identified high-risk facilities in three years (fiscal years 2011-2013), two years earlier than directed by FSMA, the agency notes. In addition, FDA is attempting to inspect all non-high-risk facilities in seven years (fiscal years 2011-2017), as directed by FSMA.

Regarding food imports, FDA reports that the total number of food import lines for fiscal 2012 was 11.1

million. FDA physically examined 1.9 percent of the food import lines, the report says.

FDA says it is important to note that while the agency is not able to physically inspect a large percentage of food entries, all import entries are electronically screened using an automated system, which helps field inspectors determine which products pose the greatest risk and, therefore, should be physically examined.

FDA notes it recently enhanced screening capability by implementing the Predictive Risk-based Evaluation for Dynamic Import Compliance Targeting (PREDICT) information technology system. PREDICT uses data analytics from the entire life cycle of a product to better identify and target high-risk products before they enter the United States.

In addition, when necessary, FDA can issue import bulletins which signal FDA inspectors to pay special attention to a particular product, or a range of products from a particular producer, shipper or importer, the agency notes.

Under import alerts, products that appear to be subject to refusal based on existing evidence (such as a history of violations) can be detained at the border and refused admission into U.S. commerce unless the importer is able to demonstrate that the products are in compliance, FDA says.

To view the report, visit www.fda.gov/food/guidanceregulation/fsma/ucm376478.htm. CMN

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PEOPLE



Daphne Holterman announced as Dairy Business Association's Advocate of Year

MADISON, Wis. — The Dairy Business Association (DBA) has named Daphne Holterman Advocate of the Year. She owns Rosy-Lane Holsteins in Watertown, Wis., with Jordan Mathews, Tim Strobel and her husband, Lloyd E. Holterman.

Holterman is a 4-H leader, has served on the farmland conservation commission, is on the board of the county agricultural alliance, is a member of the Watertown Regional Medical Center board of directors, is an active member of the agri-business club and educates at local schools. Holterman and her husband are involved with the Outstanding Young Farmer Program and host farm tours at Rosy-Lane.

Her other recognitions include being selected as World Dairy Expo's Dairy Woman of the Year, being one of the Wisconsin College of Agriculture & Life Sciences 40 in 40 Impact Award honorees, and most recently

as one of nine farmers across the nation selected as a finalist for the U.S. Farmers & Ranchers Alliance — Faces in Farming effort.

Holterman was recognized with the Advocate of the Year award during DBA's 14th annual business conference held Dec. 3-4 in Madison, Wis. CMN

Comings and goings

Fonterra Cooperative Group Ltd., Auckland, New Zealand, recently announced **Maury Leyland** as their new managing director of people, culture and strategy. Leyland was previously the group director of strategy at Fonterra and has been with the company since 2005, working across the supply chain and playing an integral part in Trading Among Farmers and Fonterra's Value Stream Optimization program. CMN

EVENTS



OCG to host Education Days on Jan. 25-26

CORVALLIS, Ore. — The Oregon Cheese Guild (OCG) is presenting a two-day advanced cheese technology class at the Oregon State University campus Jan. 25-26.

The first half of day one is devoted to semi-hard style and includes a theoretical presentation of cheese, parameters to control, equipment and defects. The second half day is devoted to controls in yield production, specifically definitions of cheese making yields, identification of losses in creameries and remedies.

Day two will revolve around the production of soft cheeses in traditional

and stabilized forms. Advantages and disadvantages, equipment and problems will all be discussed.

The class will feature international cheesemaker Ivan Larcher and Frank Barcellos from the Oregon Department of Agriculture cheese division.

The registration fee for both days is \$150 for OCG members and \$250 for non-members. To attend day one, registration is \$75 for OCG members and \$125 for non-members.

For more information contact Dr. Lisbeth Goddik at 541-737-8322 or lisbeth.goddik@oregonstate.edu. CMN

HACCP/Food Safety Systems Workshop slotted for Jan. 28-30 at Cornell University

ITHACA, N.Y. — Cornell University's Department of Food Science is offering a Hazard Analysis and Critical Control Point (HACCP)/Food Safety Systems Workshop for the Dairy Processing Industry here Jan. 28-30.

The workshop is designed to provide comprehensive instruction on the development of HACCP-based food safety programs for dairy operations that should apply to juice and other foods as well. It will provide practical information, forms and exercises designed to enhance HACCP and food safety program development.

Throughout the course, the relationship of traditional HACCP concepts with

the proposed Preventative Controls rule under FDA's Food Safety Modernization Act (FSMA) will be discussed.

The instructors for the program, Steven C. Murphy, senior extension associate, and Kimberly Bukowski, dairy foods extension professional, are both members of the Department of Food Science at Cornell University.

Enrollment is limited to 30 participants. The early registration fee is \$450 for in-state companies and \$540 for those out-of-state. Registration fees paid after Jan. 14 will be higher.

For more information contact Janene Lucia, Department of Food Science, at 607-255-2892 or jgg3@cornell.edu. CMN

Industrial fermentation short course to be held Feb. 2-4 at Texas A&M University

COLLEGE STATION, Texas — The Food Protein and R&D Center at Texas A&M University is sponsoring the 2014 Industrial Food & Drug Fermentation and Separation Biotechnology Short Course. The course will take place Feb. 2-4 here at the Texas A&M University campus.

The theme of the course is "Principle, Process, Recovery and Product." Objectives include providing practical training, increasing

understanding, reviewing new technologies, demonstrating hands-on experiments and establishing a network of academia and industry experts.

The registration fee is \$895 if paid in full by Jan. 17, if paid after the fee is \$995.

For more information contact Dr. YongJae Lee, Head of Separation Science, Texas A&M, at 979-845-2758 or yongjaelee@tees.tamus.edu. CMN

Food Safety Workshop set for Feb. 11-12

PHOENIX — Hosted by United Dairywomen of Arizona and designed by the non-profit Innovation Center for U.S. Dairy, the Dairy Plant Food Safety Workshop will be taking place here Feb. 11-12.

This training program focuses on food safety prerequisite programs to HACCP that will prevent the growth and establishment of pathogens in all dairy plant environments and on product contact surfaces. It is designed to help dairy processing facilities improve pathogen control practices including pathogen environmental monitoring, sanitation and sanitary design.

Training will include lectures and

hands-on exercises and is designed for all employees who are involved with pathogen-control programs.

There are several other opportunities to attend a Dairy Plant Food Safety Workshop over the year including: April 29-30 in Kansas City, Mo.; June 3-4 in Plymouth, Wis.; July 8-9 in Syracuse, N.Y.; and Sept. 16-17 in Denver.

All workshops cover both wet and dry products operations except Denver, which will focus on dry dairy powder operations.

For more information contact Maria Velasco at registrar@idfa.org or visit www.usdairy.com/foodsafety. CMN

WSCI member meeting taking place Feb. 21

WISCONSIN DELLS, Wis. — The next Wisconsin Specialty Cheese Institute (WSCI) member meeting and program will be here at the Chula Vista Resort Feb. 21. The meeting will focus on product recall planning, environmental testing and legal rights.

The event begins at 9 a.m. with a short business meeting, followed by educational presentations. Lunch is included and the session will adjourn at 3 p.m.

Speakers will include: Charles Diebel, president of Diebel Labs; Harry

S. Field, attorney, specializing in civil and corporate litigation; Tim Oliver, president of Morgan Myers, a Wisconsin public relations firm; and Leigh Roadman, criminal attorney.

The meeting and session are free to paid members of WSCI and Wisconsin Artisan Cheesemaker Guild. Non-members may attend for a \$50 per person fee. All attendees must RSVP by Feb. 14.

To RSVP or for more information contact Kathy Brown, WSCI administrator, at info@wiscspecialcheese.org or at 262-740-2180. CMN

Oregon Cheese Festival set for March 15

CENTRAL POINT, Ore. — The 10th annual Oregon Cheese Festival is set for March 15, here at Rogue Creamery. It will include Oregon-inspired culinary events, including a farmer's market-style artisan food and wine festival.

The festival will kick off on Friday, March 14, with the "Meet the Cheesemakers and Winemakers Dinner" from 6:15 p.m.-9 p.m. at the Ashland Springs Hotel in Ashland, Ore. The dinner will benefit the Oregon Cheesemaker Guild, and each course will feature a cheese made by one of the festival's artisans paired with a local wine or beer.

The Oregon Cheese Festival will be open to the public on Saturday, March 15, from 10 a.m.-5 p.m. at Rogue Creamery, giving guests the opportunity to meet cheesemakers and other artisans. Activities will be provided for children including games, activity sheets and calf-petting. A \$15 entry fee will include tastings and demonstrations and an additional \$5 wine, beer and spirit tasting fee will include a commemorative glass.

"The farmer's market format will present an interactive experience between makers and visitors, giving everyone an opportunity to talk about the product, the process and learn each individual cheesemaker's story," says David Gremmels, co-owner of Rogue Creamery. "It's a way to truly be connected with the source of the cheese being presented."

Max McCalman, author of *The Cheese Plate* and cheese expert will be the special guest this year.

A new event, Double EE: chEEse and bEEr, will take place Sunday, March 16, from 10 a.m.-2 p.m. The Double EE is a friendly cheese and beer competition. It challenges cheesemakers and brew masters to create products with accompanying stories. There will be at least 10 teams participating in the competition. Tickets are \$50 per audience member.

For more information contact Francis Plowman at 541-665-1155 or fplowman@roguecreamery.com. Or visit www.roguecreamery.com or www.oregoncheeseguild.com. CMN

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NEWS/BUSINESS

Chobani introduces natural Greek yogurt

NEW BERLIN, N.Y. — Chobani Inc. is launching Chobani Simply 100 Greek Yogurt, a 100-calorie strained Greek yogurt made with only natural ingredients.

The new product will be available in blueberry, strawberry, peach, black cherry and vanilla — all without artificial sweeteners.

“Our food philosophy is essential to our brand and evident in everything we make, say and do. Anything with the Chobani name has to be delicious, nutritious, made with only natural ingredients and accessible to everyone,” says Hamdi Ulukaya, founder and CEO of Chobani. “Until now, consumers looking for a 100-calorie Greek yogurt with natural ingredients haven’t had an option. For us, it’s about being best to market — and we think the time we’ve spent perfecting Chobani Simply 100 has resulted in a product worth the wait.”

Chobani Simply 100 is made with milk, real fruit, and live and active cultures. It features a proprietary blend of three natural sweeteners: monk fruit,

stevia leaf extract and evaporated cane juice. Each 5.3-ounce cup contains 12 grams of protein, 5 grams of fiber and does not contain any fat.

“When people are counting calories, it’s important to make your calories count — it’s really about what’s in those calories,” says registered dietitian Dawn Jackson Blatner, an author and nutrition consultant. “Chobani Simply 100 is the only Greek Yogurt on shelves today that offers great nutritional value for 100 calories without artificial sweeteners, thanks to the natural zero-calorie sweetness from the monk fruit and stevia — plus it has 5 grams of fiber. It’s a flavorful way to make 100 calories work hard for your body.”

Chobani Simply 100 Greek Yogurt is available in 5.3 ounce single-serve cups, four-count multi-packs and a 32-ounce size in vanilla. Chobani Simply 100 has an SRP of \$1.29 per cup and is becoming available nationwide starting this month.

For more information go to www.chobani.com. CMN

Chobani doubles size of Soho café to help promote yogurt as more than just breakfast

NORWICH, N.Y. — Chobani Inc. plans to double the size of its Chobani Soho café in order to help promote yogurt as more than a breakfast food, says Noreen O’Leary, chief marketing and brand officer, Chobani.

“We’re evolving the Chobani SoHo café,” O’Leary says. “It is going to double in size with an expanded menu. It will inspire people to eat yogurt in more, new ways and inspire them to use yogurt as an ingredient in cooking. We’ll expand dramatically with more cafés. Brand experience is very

sticky and has a broad, cross-effect on our consumers and our philosophies at retail.

“In our café, yogurt (with smoked salmon) is big and seasonals like pumpkin cranberry are doing very well,” O’Leary says. “We have an executive chef who comes up with these ideas. We also have Chobani Kitchen online, with videos and recipes where you use yogurt instead of sour cream. Next year, we’re publishing a cookbook.”

For more information go to www.chobani.com. CMN

USDA announces availability of \$10.5 million in Value-Added Producer Grants

WASHINGTON — U.S. Agriculture Secretary Tom Vilsack recently announced the availability of nearly \$10.5 million in USDA grants to help agricultural producers enter into value-added activities designed to give them a competitive business edge.

“U.S. agriculture is connected to one in 12 American jobs, and value-added products from homegrown sources are one important way that agriculture generates economic growth,” Vilsack says. “Supporting producers and businesses to create value-added products strengthens rural economies, helps fuel innovation, and strengthens marketing opportunities for producers, especially at the local and regional level.”

The funding is being made available through the Value-Added Producer Grant program. Grants are available to help agricultural producers create new products, expand marketing opportunities, support further processing of existing products or goods, or to develop specialty and niche products. They may be used for working capital and planning activities. The maximum working capital grant is \$200,000; the maximum planning grant is \$75,000.

Eligible applicants include independent producers, farmer and rancher cooperatives, and agricultural producer groups. Funding priority is given to socially disadvantaged and beginning farmers or ranchers, and to small- to medium-size family farms or farmer/rancher cooperatives.

The Value-Added Producer Grant program is one of many USDA programs that support the development of strong local and regional food systems as part of the Know Your Farmer, Know Your Food initiative. Launched in 2009, the initiative strengthens ties between agricultural producers and their local communities, helping meet growing consumer demand and creating opportunities for small business development.

Since 2009, the Obama administration has provided agricultural producers with almost \$80 million in Value Added Producer Grant assistance that has supported more than 600 innovative value-added projects.

Grant applications are due by Feb. 24, 2014. More information about how to apply is available on page 70260 of the Nov. 25 Federal Register, or by contacting any USDA Rural Development state office. CMN

Midwest Dairy Council’s Fuel Up with Milk World School Milk Day winners announced

SAINT PAUL, Minn. — After heading back to school this fall, students across the Midwest created their own milk mustache poses for a chance to win Midwest Dairy Council’s Fuel Up with Milk World School Milk Day contest. Students were encouraged to submit photos of themselves wearing real milk mustaches or milk mustache stickers while participating in various school activities.

Scranton Elementary, Scranton, Kan., was chosen as the grand prize winner, and the school will receive a \$1,000 Fuel Up to Play Prize Locker and two soft-sided Fuel Up to Play 60 coolers.

“We had a fantastic time reviewing the submissions for this contest,” says Bridget Sheehan, a registered dietician with Midwest Dairy Council. “Nothing brings students together quite like the milk mustaches, and the smiles on their faces proves that nutrition education activities can be incredible fun and engaging.”

There were 10 second place prize winners chosen to receive Fuel Up to Play 60 Reward Prize Lockers worth \$500. They include: Acorn Elementary, Mena, Ark.; Bell Field Elementary, Fremont, Neb.; Booneville Elementary, Booneville, Ark.; Diller-Odell Elementary School, Diller,

Neb.; Fulton Elementary School, Dubuque, Iowa; Little Blue Elementary, Independence, Mo.; Northport Elementary, Brooklyn Center, Minn.; Oelwein Middle School, Oelwein, Iowa; Rosedale Middle School, Kansas City, Kan.; and Twain Elementary, Chicago.

Twenty third place prize winners were chosen to receive a soft-sided Fuel Up to Play 60 cooler. They include: Adams Elementary, Davenport, Iowa; Cedar Park Elementary, Apple Valley, Minn.; Clearwater Creek Elementary, Olathe, Kan.; Dore Elementary, Chicago; Dryden Elementary, Arlington Heights, Ill.; Echo Park Elementary, Burnsville, Minn.; Elm Creek Elementary, Maple Grove, Minn.; Garfield Elementary, Sioux Falls, S.D.; Garfield Elementary, Kansas City, Mo.; Hazel Grove Elementary, Lee’s Summit, Mo.; Horizon Elementary, Hanover Park, Ill.; McKelvey Elementary, Maryland Heights, Mo.; Memorial Middle School, Sioux Falls, S.D.; Page Public School, Page, N.D.; Pleasant Lea Elementary, Lee’s Summit, Mo.; Slate Creek Elementary, Newton, Kan.; Spaght Multimedia Magnet, Wichita, Kan.; Van-Far Elementary, Vandalia, Mo.; West Boulevard Elementary, Columbia, Mo.; and Westwood Elementary, Woodstock, Ill. CMN

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● STORAGE 13

NEWS/BUSINESS



Rabobank report says high dairy prices are expected to continue due to Chinese demand

UTRECHT, The Netherlands — Rabobank recently issued a new report on the global dairy industry that forecasts continued high prices in 2014 due to Chinese demand.

Rabobank says in its report that international dairy commodity prices strengthened from already high levels in the three months to mid-December and are expected to remain high at least for the first half of 2014. The increase of export supply since September, as producers have responded to improved margins, has largely gone to Chinese buyers, the report says.

“Global prices have remained high despite the taps being turned on in key export regions,” says Tim Hunt, analyst for Rabobank. “China continues to buy exceptionally large volumes of product from the international market to supplement falling local milk supply, and this is likely to mop up most, if not all, of the increase in exports arising from key surplus regions in Q4.”

Despite a small softening in prices in October and November, global prices have remained high due to an uptick in December, Rabobank says. By mid-December, whole milk powder (WMP) was above \$5,000 per metric ton in FOB (free on board) Oceania trade, while prices of other key commodities rose between 3 and 5 percent, as Southern Hemisphere processors converted to higher-yielding WMP.

Due to China's buying, there was less supply left for the rest of the buy-side of the international market, keeping it tight. Rabobank says it believes that many buyers in regions including Southeast Asia, the Middle East and North Africa have used up all meaningful back-up stocks after a period of prolonged belt-tightening and now are struggling to secure enough supply to sustain sales

of key lines. With export supply still in the early stages of recovery, prices have increased further in the fourth quarter to ration the supply.

In 2014, farmgate milk prices will be at record or near record highs in many export and import regions. Meanwhile, prices of commodity feeds such as soybeans and corn have fallen 10 to 40 percent below prior year levels in U.S. dollar terms, opening up large margins for milk producers in intensive feeding regions.

“2014 will be an intriguing period for the global dairy market.”

Tim Hunt
RABOBANK

Rabobank says it expects a further increase in China's dairy purchases from the world market in 2014. A strong Northern Hemisphere production season, following a strong season in the Southern Hemisphere, should generate plenty of exportable supply to surpass China's demand.

“2014 will be an intriguing period for the global dairy market,” Hunt says. “We expect prices to hold around current highs before easing from mid to late 2014 with continuing supply growth in response to significantly improved margins. Any subsequent reduction in pricing will be limited by structural constraints on suppliers, the need to replenish depleted inventories and ongoing demand growth in line with a slow economic recovery.”

For more information, visit www.rabobank.com. **CMN**

GOSSNER

Continued from page 1

Bullfrog Farms, limiting the amount of cheese it was able to produce. Recently Imperial Valley Cheese was producing 75,000 pounds of Muenster and about 60,000 pounds of Swiss per week, Rowley says.

“It's a small enough plant that there was no revenue for the whey,” he says. “With the cost of whey disposal, if

you're not getting revenue, you've got a problem.”

Rowley says the plant's Swiss and Muenster production will be transferred to Gossner's plant in Burley, Idaho. Much of the equipment from the Imperial Valley plant also will be relocated to Idaho.

“It's been obviously a difficult situation for the dairymen and employees,” Rowley says. “Economically, we can't run on that kind of volume.” **CMN**

PILOT

Continued from page 1

assignment, and we'll keep members informed when we learn the results of the assignment, including the analysis of the efficacy of the 60-day aging process.”

FDA's sampling for the pilot program will begin in January, though the exact date is not yet known. The sampling will last for approximately 12 months and may take place at any point in the supply chain for domestic cheeses, including at the cheesemaking plant. For imported cheeses, sampling will occur at locations where the cheese normally enters the United States.

For domestic cheese, FDA's response to a positive test for contamination will be at its discretion but likely will follow traditional approaches including traceback, inspection, environmental sampling, additional product testing and voluntary recall if necessary. For imported cheese, FDA likely will issue an import alert to block the cheese's entry into the United States, and the government of the exporting country also will be notified so that country's regulatory authority can follow up.

ACS notes that FDA is unlikely to provide results directly to cheesemakers, so it encourages its members to

be proactive in obtaining results from FDA's district compliance officers. If a test is negative, ACS says the information should be available as soon as three days after the sample is received in an FDA testing lab. If a test is tentatively positive, FDA will run a confirmatory test, and the final result should be available approximately five to eight days after the sample is received in the lab. Producers will not be notified that their cheese has been tested if it is sampled outside the manufacturing facility and the test is negative.

“Please remember to follow up on your tests, as you may not otherwise receive word of a positive result until an inspector arrives at your facility,” ACS says in its member alert.

FDA representatives told ACS that general information and trending of sample results likely will not be released until the analysis is complete at the end of the pilot program, which will be January 2015 at the earliest. **CMN**

MOVE

Continued from page 1

The Gouda manufacturer's \$5.1 million investment in its new cow milking facility, cheese factory and creamery triples the size of the company and doubles its annual production, creating 33 jobs.

Last month, the city of Thorp received a \$165,000 award from the Wisconsin Department of Transportation for the construction of a new city street and intersection to accommodate large truck traffic serving Holland's Family Cheese's growing operation. The Transportation Economic Assistance (TEA) grant covers one-third of the construction project, and the remainder of the funding is being provided by the city. Construction of the new street and intersection is underway and expected to be complete by July 2014.

The company's shipping address will remain the same through the end of the year. This address is: Holland's Family Cheese LLC, N13851 Gorman Ave., Thorp, WI 54711. Its billing and mailing address, and shipping address after Jan. 1, is: 200 W. Liberty Drive, Thorp, WI 54711. Its phone number, 715-669-5230, will remain the same. **CMN**

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