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Agricultural Outlook Forum
U.S. Department of Agriculture

Presented: February 26-27, 2009

The Latest Addition to the AMS Market News Portal

Butch Speth



Dairy Market News

The Latest Addition to the AMS Market News Portal

U.S. Department of Agriculture
Agricultural Outlook Forum
February 27, 2009

AMS Market News Programs

Cotton

Dairy

Fruit and Vegetable

Livestock and Seed

Poultry

AMS Market News Programs

Mission

To provide accurate, timely and unbiased information on current market conditions

AMS Market News - Background

- **Authorized - Ag Marketing Act of 1946**
- **Purpose of Market News**
 - **Collect & disseminate market information**
 - **Purpose of anticipating and meeting consumer requirements**
 - **Aiding in maintenance of farm income**
 - **Bringing a balance between production and utilization of agricultural products**

AMS Market News - Background

- **First Market News report almost 94 years ago**
- **Today, thousands of reports and even more data series are compiled each week.**
- **Early dissemination, posted reports, mailed, phone recordings and radio**
- **Today the Internet is the biggest tool. Text and PDF reports available electronically. Portal allows for market information queries.**

Dairy Market News

- **USDA, Agricultural Marketing Service**
- **One field office in Madison, Wisconsin**
- **Six reporters, one assistant**
- **70 reports per week disseminated**
- **International and domestic reports**
- **In 2007, over 1.4 million views on website**

Dairy Market News

- **Industry cooperation needed**
- **Industry values information for making marketing decisions**
- **All information collected is voluntary and confidential**
- **Survey of industry – not all inclusive**
- **Reporters unbiased; strive for consistency**

Dairy Commodities

- **Butter**
- **Cheese**
- **Fluid Milk**
- **Cream**
- **Condensed Skim**
- **Evaporated Milk**
- **Nonfat Dry Milk**
- **Dry Buttermilk**
- **Dry Whey**
- **Whey Protein Concentrate**
- **Lactose**
- **Casein**
- **Whole Milk**

Dairy Market News - Reports

MD_DA640

DA

MD DA640 Nonfat Dry Milk - West

MADISON, WI. February 12, 2009 (REPORT 6)

NONFAT DRY MILK - WEST Western low/medium heat nonfat d decline towards and past the support price of 80 cents. Produce program or who have powder in commercial bags are trying to secure interest. The market tone is a steady, yet weak market. interest from domestic and export accounts. Buyers seem confi around current levels and they sense no need to hold stocks. De Incentive Program (DEIP) is being discussed according to indus articles. The sense is that DEIP will help, but not cure, the curre NDM prices are steady to slightly lower. Demand is light and m volumes. Powder is mainly being made to fill current and future still an issue. During calendar year 2008, the FAS reports U.S. e MT (862.8 million pounds) compared to 257,893 MT (568.6 mill increase of 52%. For 2008, exports total 45.6% of the U.S. pro compared to 38.9% in 2007. Top countries for exports during 2 were: Mexico, 117,706 MT (+58%); Philippines, 49,872 MT (+4 (+42%); Malaysia, 22,258 MT (+13%); and Algeria 19,950 MT F.O.B. WEST: Includes EXTRA GRADE and GRADE A
LOW/MEDIUM HEAT: .7700 - .8300 **MOSTLY:** .7800 - .8100
HIGH HEAT: .8500 - .9900

USDA United States Department of Agriculture
 Agricultural Marketing Service

Home About AMS Newsroom Opportunities Online Forms

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Market News and Transportation Data

Dairy Market News - Dry Products

Dairy Market News dry product reports are released weekly.

Market News Reports - Dairy (Dry Products)

National	Central/Midwest
Dry Whole Milk	Nonfat Dry Milk
Casein	Dry Whey
	Dry Buttermilk
Northeast/Southeast	Whey Protein Concentrate
Nonfat Dry Milk	Lactose
Dry Whey	
Dry Buttermilk	West
	Nonfat Dry Milk
	CA Nonfat Dry Milk
	Dry Whey
	Dry Buttermilk
	Whey Protein Concentrate

[Dry Products Worksheet \(PDF\)](#) [Dry Products Worksheet \(TXT\)](#)

Last Modified Date: 04/10/2008

Market News - Reports

- **Advantages of text and PDF reports:**
 - Good overview of all information
 - Compact, easily printed
- **Disadvantages of text and PDF reports**
 - Unstructured, static data that cannot be searched
 - Specific information not easily identifiable in text reports
 - Today's report replaces yesterday's - limited historical reports available
 - Customer requests for customized sets of historical data – required staff and delivery time

Dairy Market News Dissemination

- **MNCS**
- **Recorded messages**
- **Internet**
 - Text
 - PDF
- Phone calls
- Cornell
- Trade papers
- Repackagers

Why a Portal?

- **Provides customers with real-time, web-based access to data**
- **Allow users to create and save customized views of data**
- **Users can download information in multiple formats: Excel, XML, plain text, and PDF**
- **By registering, users can set up a customized MN Portal home page**

Market News Portal History

- **Fruit & Vegetable started in 2005**
 - Portal is the market information sole source
 - Over 1 million portal visitors in 2008
- **Livestock and Grain Portal started in 2005**
 - 200,000 requests for data
- **Dairy Portal starting in 2009**
 - Start with all price series since 2000

What's Next for the MN Portal?

- **Dairy Market News Portal Enhancements**
 - **Graphing**
 - **Scheduled Reports**
 - **RSS**
- **Poultry Market News Portal – Spring 2009**
- **Cotton Market News Portal – Spring 2010**



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Search MN

- o [Market News Search](#)
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Custom Reports

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Welcome to the
USDA Dairy Market News Portal

- [Tips for First Time Users](#)
- [Frequently Asked Questions](#)

February 19, 2009
Welcome to the Dairy Market News Portal! We are excited to offer this new service to our customers. The Dairy MNP provides information for a range of commodities, locations, and frequencies in a number of formats. Please look around and contact us if you have any questions.

Run a Custom Report

Category:

CME Daily Price Flash

CME Group, Chicago, IL (REPORT 7)
Daily Cash Trading on Thursday, February, 19, 2009

Contacts and Locations



General

AMS Links

- o [Agricultural Marketing Service \(AMS\)](#)
- o [Dairy Programs](#)
- o [Federal Milk Marketing Orders](#)
- o [AMS International Marketing Services](#)
- o [Dairy Sites](#)

USDA Links

- o [United States Department of Agriculture \(USDA\)](#)
- o [Agricultural Marketing Service \(AMS\)](#)



Thank You!

Fruit & Vegetable Market News
Livestock & Grain Market News
Dairy Market News
AMS, MNSU
TechTeam