





















#### **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

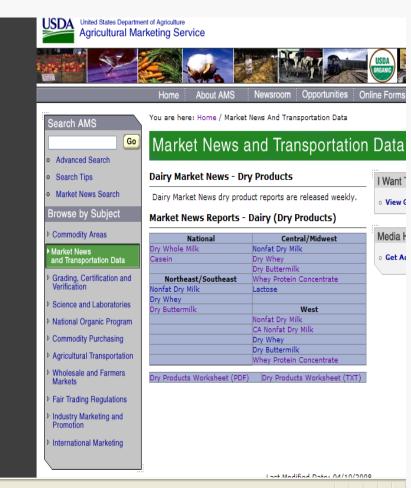
MD\_DA640 DA MD DA640 Nonfat Dry Milk - West

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 many 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





#### 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, webbased 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

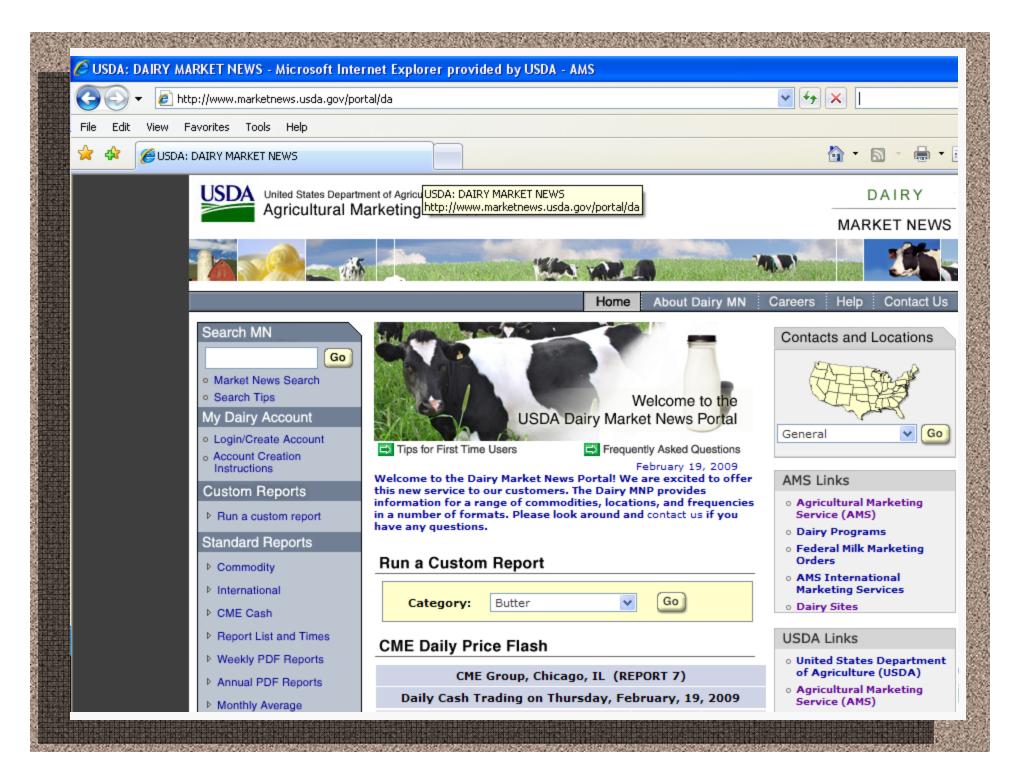




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## Thank You!

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

