



VOTING FOR GA ACC FOR BEEF'S REFERENDUM ENDS MAY 31

Referendum ballots were mailed out to Georgia's beef producers on May 1 asking them to renew the ACC for Beef state checkoff program for the next three years. If you voted in the first referendum in 2014, you should have automatically received your ballot. If you did not vote in 2014, or are new to the cattle industry since then, contact the Georgia Department of Agriculture at 1-404-656-3678 to request your ballot. All ballots must be signed and postmarked prior to May 31, 2017, to be counted in the referendum.



GA MILK TO RUN ADS IN LOCAL NEWSPAPERS FOR JUNE DAIRY MONTH

During June Dairy Month, Georgia Milk Producers will run ads in local papers across the state to highlight our industry's economic impact of more than \$1 Billion each year. The ads will run in at least 15 papers, covering the major dairy counties of Georgia. If a dairyman would like to run an ad in their local paper, please contact our office at 706-310-0020.



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UGA/UF to Host Corn Silage Field Day on June 15

The 2017 Corn Silage and Forage Field Day sponsored by the University of Georgia and University of Florida will be held at UGA Tifton Conference Center on June 15, 2017. This field day is an extension and education program that offers the latest educational techniques and resources for forage producers to improve forage yield and quality, and methods of forage conservation.



Agenda for the 2017 Corn Silage and Forage Field Day:

- 7:30 am - Registration
- 8:00 am - Welcome and Introductions, Ballroom A
- 8:15 am - Tour variety test plots
- 9:40 am - Return to conference center
- 10:00 am - The Art and Science of Pricing and Negotiating Corn Silage, Ballroom A
Dr. Curt Lacy, Mississippi State University
- 10:35 am - Break (tour exhibits)
- 10:55 am - Breakout sessions
 - Fertilizing and Liming for High Yields - Corn Silage vs Corn for Grain
Dr. Glen Harris, University of Georgia, Ballroom A
 - Irrigation and Wastewater Applications in Silage and Forage Production
Dr. Wesley Porter, University of Georgia, Room 19
 - Advancements in Corn Silage Processing
Dr. Luiz Ferraretto, University of Florida, Room 14
- 11:20 am - Repeat Breakout Sessions
- 11:40 am - Visit exhibits
- 12:00 pm - Lunch
- 1:00 pm - Drive to the Animal & Dairy Science Farm
- 1:15 pm - Calibrating Irrigation and Waste Handling Systems
Dr. Wesley Porter, University of Georgia

This is an excellent opportunity to network with industry professionals and to listen to the latest research in forage production. For additional information, contact Dr. John Bernard at jbernard@uga.edu or 229-391-6856.

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Innovation Center for U.S. Dairy launches unprecedented campaign to remind Americans of all that is good about dairy, from the farm to the foods we love



SUDIA Directors at DMI Launch Event This Month

In a multiyear effort to reintroduce America to dairy, the Innovation Center for U.S. Dairy – in partnership with America's Dairy Farm Families and Importers – is launching "Undenably Dairy™," the first category campaign of its kind.

"Through the Innovation Center for U.S. Dairy, the dairy community has worked together to establish common ground on our top priorities and values, from responsible production and sustainable nutrition to economic value," says Barbara O'Brien, president of the Innovation Center for U.S. Dairy. "We feel that now is the absolute right time to come together with one voice to share the community's story – to celebrate the delicious, nutritious foods in the dairy aisle and the people who bring them to your table."

Undenably Dairy: In addition to showcasing the undeniable taste and enjoyment that comes from dairy – like a warm slice of pizza or a yogurt parfait on a summer day – the campaign will also spotlight the undeniably positive role the dairy community plays in America today.

"Despite dairy farms being in all 50 states and most of us living within 100 miles of a dairy farm, many people have never set foot on a farm," says Beth Engelmann, chief marketing communications officer at Dairy Management Inc., which represents America's nearly 42,000 dairy farmers and importers.

"Undenably Dairy is about reestablishing the connection between the enjoyment of the product and the hard work and pride of the people who make it possible. This campaign is unprecedented in that it unifies a vast and diverse dairy industry and array of dairy products behind a single platform."

A variety of multimedia content will remind people of the starring role dairy plays in special moments, while also sharing how the industry continues to evolve – from using innovation and technology to deliver exceptional animal care and a nutrient-rich product, to supporting local communities.

The multimedia campaign will be revealed through an online video that showcases the joy of dairy in everyday life moments, while spotlighting farmers' contributions to the community. The full effort will feature a new logo and premier media campaign, including a convergent on-air and digital marketing campaign with Food Network and Cooking Channel in June to celebrate National Dairy Month and national on-farm events where farmers will invite the community in to learn more about modern farming practices. Original content will be shared across Facebook, YouTube and other social platforms. A preview of the campaign video along with other content can be found at www.undeniablydairy.org.

Moving forward, the campaign will continue to dive deeper into the undeniable taste and enjoyment of dairy, as well as the undeniable commitment that the dairy industry has made to being a relevant and socially responsible part of local communities across the country.

SAVE THE DATE



Georgia Dairy Conference
January 15-17, 2018
Savannah, Riverfront Marriott



www.gadairyconference.com

Ag Secretary Perdue Moves to Make School Meals Great Again - *From USDA*

U.S. Secretary of Agriculture Sonny Perdue announced on May 1 that the U.S. Department of Agriculture (USDA) will provide greater flexibility in nutrition requirements for school meal programs in order to make food choices both healthful and appealing to students. Perdue made the announcement during a visit to a Virginia school to mark School Nutrition Employee Week. Perdue signed a proclamation which begins the process of restoring local control of guidelines on whole grains, sodium, and milk.

"This announcement is the result of years of feedback from students, schools, and food service experts about the challenges they are facing in meeting the final regulations for school meals," Perdue said. "If kids aren't eating the food, and it's ending up in the trash, they aren't getting any nutrition - thus undermining the intent of the program."



The specific flexibilities for MILK are:

- Milk is a key component of school meals, meaning schools must have more options for students who select milk as part of their lunch or breakfast.
- Perdue will direct USDA to begin the regulatory process for schools to serve 1 percent flavored milk through the school meals programs. USDA will seek to publish an interim rule as soon as possible to effect the change in milk policy.



Sales of packaged fluid milk sold in Florida market, but packaged outside of Florida skyrockets

Written by Calvin Covington, Dixie Dairy Report

Over the past few years, about 12-13% of fluid milk sales in the Florida market were processed in plants located outside of the marketing area. During the past few months this has dramatically changed. As shown in the table below, almost 19% of Florida fluid milk sales are now processed outside of Florida.

**FLORIDA ORDER FLUID MILK SALES PACKAGED IN and OUTSIDE the ORDER
(first quarter 2014-2017)**

First Quarter Year	Total Fluid Sales	Packaged in Florida	Packaged Outside Florida	% Packaged Outside
	(million lbs.)			
2014	714.6	631.8	82.8	11.6
2015	699.7	617.0	82.6	11.8
2016	715.3	622.2	93.2	13.0
2017	715.6	580.6	135.1	18.6
%Change 17	+0.14%	-8.10%	+63.16%	

The following puts the above table in better perspective:

About 11.5 more tankers per day of raw milk equivalent, packaged outside of Florida, were sold in Florida during the first quarter of 2017 compared to 2014. While during the same time period about 11.5 less tankers of Florida packaged milk were processed each day.

My reasons for the growth in sales of milk packaged outside of Florida include:

- Increasing demand for various fluid milk products in Florida, but not packaged in Florida. Products such as; milk sold in non-conventional gallons jugs that require less handling (greatest impact); organic milk, lactose free milk, and newer branded products such as Fairlife[®] and A2[®].
- A large, Pennsylvania based convenience store chain, Wawa, continues to expand in Florida. This chain has its own fluid milk processing plant in Pennsylvania.
- Just as many dairy farms see the need to expand due to lower margins, the same is true with fluid milk plants. Due to federal order pricing regulations, it is much easier for plants located in the Midwest and Northeast to expand south.

Dixie Dairy Report – May 2017

Calvin Covington

First quarter federal order blend prices highest in three years, but still below 2014. As shown in the table below, blend prices in the three southeastern federal orders are \$2.69 to \$2.96/cwt. higher than the first quarter of last year. However, blend prices are still several dollars below 2014.

SOUTHEASTERN FEDERAL ORDER FIRST QUARTER BLEND PRICES

Year First Quarter	Florida Federal Order	Southeast Federal Order	Appalachian Federal Order
<i>(\$/cwt. at 3.5% fat@ base zone)</i>			
2014	\$27.20	\$25.71	\$25.23
2015	\$20.99	\$19.31	\$18.59
2016	\$18.61	\$16.90	\$16.44
2017	\$21.52	\$19.59	\$19.40
2017 versus 2016	+\$2.91	+\$2.69	+\$2.96

Blend prices are projected to remain higher than last year, but with seasonal declines in April and May. We project the April blend price, in the three southeastern orders, to be about \$1.00/cwt. lower than March. April blend prices are projected as follows: Florida - \$20.34, Southeast -\$18.23, and Appalachian - \$17.86. Expect May blend prices to drop another \$0.50-\$0.75/cwt. from April.

Prices are projected to start inching up in June.

Compared to last month, our projections for the last half of 2017 are lower. Reasons for lower projections include: an abundance of milk especially outside of California and the Northwest; increasing butter and cheese inventories; and domestic and export sales not as strong as anticipated.

Milk production strong during first quarter of the year. Milk production during first quarter of 2017 versus 2016 is up 2.15%. (All numbers adjusted for Leap Year). The nation's dairy herd is at 9.369 million cows, 57,000 head more than last year. Texas and New Mexico lead the way in producing more milk, with first quarter production up 17.28% and 11.85%, respectively. First quarter production changes in other leading milk producing states are: Michigan +4.18%, New York +3.95%, Pennsylvania + 2.60%, and Wisconsin +1.29%. Production is down in states with historically the nation's lowest milk prices, California down 1.80%, Idaho down 0.21%, and Idaho down 1.80%.

Milk production in the ten southeastern states is down 0.25% in the first quarter of this year compared to a year ago. As shown below, adjusted production is only up in two states, Georgia and Florida. The share of these two states total southeastern milk production continues to increase. Georgia and Florida now produce over 47% of all milk in the southeastern states.

Southeastern States Changes in Milk Production First Quarter 2017 versus 2016

State	% Change	State	% Change
Georgia	+2.96%	Tennessee	-1.59%
Florida	+0.22%	Kentucky	-2.53%
Virginia	-0.25%	Alabama	-2.78%
South Carolina	-0.35%	Mississippi	-6.11%
North Carolina	-0.89%	Louisiana	-12.24%