CDE DAIRY MARKETS & MANAGEMENT UPDATE

All prices except where noted

Iune Dairy Month: My elementary and middle school years spanned the early 1980s to the early 1990s. I always remember how proud I was, as a young kid, to be a dairy farmer's child when June Dairy Month came around. It was always toward the end of the school year, and I would get to talk to my classmates about living and working on a dairy farm. I was too young to understand that as dairy farmers, my parents and grandparents were helping to fund what is now the longest running continuous national food promotion event. Even though my family is no longer operating a dairy farm, I am proud of my family's nearly 70-year legacy and that I can continue to be part of the dairy industry in my new career.

June Dairy Month is now in its 85th year. I am sure it looks a lot different than it did back in 1937 when it began as National Milk Month and ran from June 10 to July 10, but the main goal is still the same: to promote dairy's nutrition and wellness attributes to boost sales. There probably are not many of us in the dairy industry that remember the early years, but I know there are many dairy farm families out there with a family legacy that dates back that far and beyond. Since it is Dairy Month, I thought I would do a little research on the promotion for this week's article.

The original promotion, in 1937, was actually started by a group of chain retail stores in a show of support and an effort to help boost farmgate milk prices. They attempted to accomplish this by promoting the nutritional benefits of fluid milk to increase sales and use surplus supply during peak milk production. Most, if not all dairies, in the late 1930s were pasture-based dairies, and peak milk coincided with peak grass production, which at the time, happened across the country, on average, during June. Hence, the timing of National Milk Month in June. In 1938, a more widespread initiative was taken under the sponsorship of the National Dairy Council (NDC), which was funded and still is fund-Prices change daily. This market information is an example for educational purposes. The market data below are compiled weekly by Farmshine, via CME & USDA reports

ed by dairy farmers. 1939 saw NDC take over management of the program and changed the name to June Dairy Month to include all dairy products, not just fluid milk. The American





Dairy Association (ADA) took over June Dairy Month in the 1950s, and dairy farmers continue to fund June Dairy Month through the national and local checkoff programs today.

Just like in 1937, June Dairy Month today remains a consumer-focused program that highlights the nutritional benefits of milk and other dairy products to increase consumer awareness about dairy products and the dairy farm families who give the products their start. In Wilkesboro, North Carolina from 1942 until 2005, a small milk processing plant took milk from western North Carolina and bottled it to service that area with fresh milk. It was where most of the milk produced on my family's dairy went to be processed for many years. During most of its years of operation, it was a Flav-O-Rich plant, and many of the June Dairy Month events I remember as a kid centered around Flav-O-Rich milk and events at the Wilkes Mall to support the promotion of the event.

Thank you to all the dairy farmers that have been part of June Dairy Month since its inception and continue to fund this great program that brings the great dairy story to consumers each year during the month of June. To help celebrate Pennsylvania dairy and showcase the hard work of PA dairy farmers, we are offering a page of three free Choose PA Dairy window clings to dairy farmers and industry professionals. Our hope is that these window clings will help you promote the essential role dairy farmers have in our communities.

Visit www.centerfordairyexcellence.org/june-dairy-month to request window clings to be mailed to you while supplies last.



BUTTER 17.10 15.56 17.67 15.42 17.40 17.90 *NFDM YEAR AGO *DRYWHEY 0.6501 12.14

MONTH AGO

*16.22(MAY) *18.96(MAY) *16.16(MAY) 18.40(APR) 11

*CL III1

CATTLE - DAIRY PURPOSES(\$/HD) NORTHEAST (Avg. June 2, 2021 sale New Holland, PA) Open: 300-600 lbs Beef X 600-900 lbs 900-1000 lbs BULLS(1100-1300 lb) COWS: Fresh Bred Springing HEIFERS: Bred Beef x **Springing** 1025 N/A N/A 525 1165 950 1110 AGO COMPARISON

1110 900 1000 925 900 1100 375 Avg. of prices reported by USDA Market News for FED HOLSTEIN STEERS (\$/CWT LIVEWEIGHT)

PA Auction Markets June 10-15, 2021 CULL MARKET COWS (\$/CWT LIVEWEIGHT **Premium White Breakers Boners** Lean

CL I ADV11 *CL II11

18.29(JUN)

Price

Average to high dressing

81.2511 78.0011 58.3511 N/A WEEK AGO 77.10 64.85 N/A YEAR AGO -

Sale not reported by USDA due to COVID shut down

Dairy EXCELLENCE

Choice & Prime 1250-1550 lbs light test

BULL CALVES: No. 1 & 2, 90-130 lbs

70-85 lbs

*CL IV11 ALL-MILK-U.S ALL-MILK-PA



WEIGHTED AVG. 4-WK *MAY 1-29, 2021

MAKE ALLOW

1.6203

1.6392

1.0714

0.4510

N/A

N/A

WFFK AGO

94 35

107 00

100.00

0.2003

0.1715

0.1678

0.1991

750

650

160.00

CURRENT Beef X

98.00

98.00

66.00

VALUE

1.8206

1.8107

1.2392

N/A

300

PRODUCT

CHEESE

18.40(APR) 11



*MAY 2021

COMPONENTS

1.9851

0.4645

B.FAT

OTHER

1000

1200

YR AGO

No report

No report

11