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Dairy

2018 Oregon Dairy Princess Ambassador selected

By GEOFF PARKS
For the Capital Press



Geoff Parks/For the Capital Press
Newly crowned 2018 Oregon Dairy Princess-Ambassador Stephanie Breazile speaks to the crowd at the 59th annual coronation banquet in Salem.

SALEM, Ore. — Stephanie Breazile was chosen the 2018 Oregon Dairy Princess-Ambassador at the 59th annual coronation and banquet at the Salem Convention Center on Jan. 27.

She was chosen from a field of five finalists at the Salem event that included Megan Sprute of Washington County, Jessica Monroe of Yamhill County, Rachel Jenck of Tillamook County and Donata Doornbal of Marion County.

Breazile is a 2015 graduate of Hillsboro High School and is in her second year as a student in the agricultural sciences program at Oregon State University. She hopes to become a high school agriculture teacher when she graduates, and said her new title "will allow me to share my knowledge of the dairy industry throughout Oregon."

She was active in Hillsboro High School's FFA program, holding several leadership positions, including president. At OSU, she is an active member of Sigma Alpha Professional Agricultural Sorority.

Sprute, a 2013 Banks High School graduate, was chosen First Alternate. She is studying natural resources at Oregon State University, volunteers with Young Life and works part-time at a veterinary clinic near Portland.

Jessica Monroe was chosen by the other contestants at the ceremony as Miss Congenial-

ity. She grew up in Sheridan, where she was homeschooled, and represents Yamhill County in the Dairy Princess-Ambassador program. She now attends Chemeketa Community College.

The Oregon Dairy Women's Dairy Princess-Ambassador Program has been promoting the dairy industry since 1959 in collaboration with the Oregon Dairy Farmers Association and the Oregon Dairy Nutrition Council. Each year, the program centers contestants on a theme, which for 2018 was "Milk Takes You to the Top."

Breazile will spend the next year traveling the state making presentations at fairs, town meetings and public events touting the state's dairy industry. At the end of her year, she will receive monetary awards that in past years have exceeded \$17,000.

Dykes: Dairy industry needs to be at the table

By CAROL RYAN DUMAS
Capital Press

A joint advocacy effort by the different sectors of the U.S. dairy industry brought successes this year on Capitol Hill and beyond, but the chief of the International Dairy Foods Association says the industry must continue to band together to push the message of dairy's economic impact.

The different sectors have so many shared interests, and they came together to accomplish several things this past year, Michael Dykes, IDFA president and CEO, said during a live-streamed presentation from the International Dairy Forum.

"I really think we'll be stronger if we work together," he said.

The collaborative effort tackled everything from milk in school lunches, regulatory issues and farm bill policy to protecting generic food names in trade agreements.

"If we don't advocate for ourselves, we won't be successful," Dykes said.

The effort has also had success in the U.S. trade arena, with President Trump vowing to vigorously defend generic food names and the industry lending a strong voice to the discussion on the North American Free Trade Agreement.

But there's more to be done on communicating the benefits of trade, he said.

The new administration has already withdrawn from the Trans-Pacific Partnership



International Dairy Foods Association
Michael Dykes, president and CEO of the International Dairy Foods Association, speaks Jan. 22 at the International Dairy Forum in Palm Desert, Calif.

and ended negotiations with the EU in the Transatlantic Trade and Investment Partnership. It's threatened to withdraw from NAFTA and the free trade agreement with South Korea and has had serious discussions with China.

There's a lot at stake, as half of all U.S. dairy exports go to Canada, Mexico, South Korea and China, Dykes said.

"These are important countries. These are import-

ant discussions. We need to be at the table. We need to be advocating for the dairy industry," he said.

The industry is trying to tell its story, and its message is getting through to Trump and Congress in regard to NAFTA, he said.

"But we must continue to advocate and communicate for our industry. ... We've got to be aggressive. We've got to tell our story," he said.

Online

To view the economic impact of dairy, go to IDFA.org under "Resources" and "Dairy Delivers"

To view the economic impact of agriculture, go to feedingtheeconomy.com

That's why last year IDFA commissioned a report on the economic impact of the dairy industry, he said.

For the last 20-some years, "we've talked about trade in terms of market access. But if we look at the last election, most of the people in society don't relate to market access," he said.

It's more about two things — jobs and wages, he said.

With data from the report, the dairy industry can tell the story that dairy supports nearly 3 million jobs and has an economic impact of more than \$600 billion, he said.

"That changes the conversation when you can go visit with an elected official, with a policy maker, and you can take those kinds of numbers to them," he said.

IDFA also joined with other agricultural organizations to show the broader impact of agriculture — 43 million jobs and nearly \$7 trillion in economic impact. In addition, food and agriculture is the largest manufacturing sector in the nation, he said.

"So when we take these kinds of data to policy makers, these kinds of messages, we can have an impact," he said.

Trump emphasis on trade balance challenged

By CAROL RYAN DUMAS
Capital Press

A panel of trade negotiators at the International Dairy Forum in Palm Desert, Calif., agreed there's growing opportunity in world dairy trade, given a growing population and expanding middle class.

But they also agreed the current political atmosphere in the U.S. and the Trump administration's position on trade could sideline the U.S.

David O'Sullivan, EU ambassador to the U.S., said he's fairly optimistic "that the rest of us are moving towards increased trade liberalization and barrier-removing trade deals."

President Donald Trump has put a lot of emphasis on the balance of trade, other countries selling more to the U.S. than the U.S. buys from them, said Michael Dykes, president and CEO of the International Dairy Foods Association.

"We haven't heard those kinds of arguments in the past," he said, asking negotiators their view of the issue.

"I'll put it directly but not too harshly. We don't see the world like that at all," said Tim Groser, New Zealand's ambassador to the U.S.

New Zealand chooses to import product from fair trading partners that have a surplus with New Zealand because it makes sense, such as importing most of its refined oil from Singapore. And an opposite statement could be made regarding trade with countries that have a deficit, he said.

"We look at our overall global current account deficit and surplus, and we address this with macroeconomic policy rather than with trade policy," he said.

In general, trade deficits and surpluses are driven by macroeconomic considerations, O'Sullivan said.

"Respectfully, I think that's much more the case of the United States' deficit than it is elsewhere," he said.

That's not to say there aren't situations where people are behaving unfairly, he said.

"I think we share common concerns about China. I don't think any of us feel it's a level playing field and we have issues with China that need to be addressed," he said.

But there needs to be a distinction between addressing those who aren't playing by the rules versus looking at the macroeconomic numbers of deficits

and surpluses, which don't necessarily identify who's cheating and who's trading fairly, he said.

There are in fact cases of actors not playing by the rules, said Darci Vetter, former chief U.S. agricultural negotiator.

"But it strikes me that the language we're using in the U.S. to talk about trade is winning and losing, rather than a comparative advantage or finding opportunities to add value by using supply chains that are increasingly global," she said.

Trying to measure success in a global economy by an accounting with one trading partner is missing the bigger picture, she said.

The U.S. has a trade deficit with Mexico. But it isn't logical to think with its 150 million people, Mexico could buy as much from the U.S. as the 350 million U.S. consumers can buy from Mexico, she said.

Much of what the U.S. imports from Mexico are inputs to create something of greater value for export, adding jobs and new value in the process, she said. A bilateral trade deficit isn't a very good measure of whether the U.S. is winning or losing at trade in general or even with a particular country, she said.



From left, Michael Dykes, president and CEO of the International Dairy Foods Association; Darci Vetter, former chief agricultural negotiator for the U.S. trade representative; Tim Groser, New Zealand's ambassador to the U.S.; and David O'Sullivan, delegation of the European Union to the U.S.

Courtesy International Dairy Foods Association

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