

‘Got Jobs?’ campaign touts dairy’s economic impact

By CAROL RYAN DUMAS
Capital Press

Three national organizations began a campaign on Monday to demonstrate the importance of dairy as an economic engine.

The campaign, “Got jobs? Dairy Creates Jobs, Exports Create More,” is a collaborative effort of the U.S. Dairy Export Council, International Dairy Foods Association and National Milk Producers Federation to demonstrate the sizable impact of the U.S. dairy industry.

It’s part of a larger message about the importance of food and agriculture to make sure people understand the significant economic contribution of those industries and the importance of trade, Tom Vilsack, USDEC president and CEO, said during an online press conference.

The dairy industry provides nearly 3 million direct and indirect jobs — more than the population of 16 states — and has an economic impact of more than \$628 billion, he said.

The campaign has created new tools to demonstrate dairy’s impact at the national, state and congressional district levels. It is critically important to have that data to give policy makers, given current trade and farm bill discussions, Michael Dykes,



Capital Press File

The U.S. dairy industry creates 3 million jobs and has a total economic impact of \$628 billion, according to a new campaign.

IDFA president and CEO, said.

With 95 percent of the world population existing outside the U.S. and exports accounting for 15 to 16 percent of U.S. milk production — one day’s production each week — U.S. dairy needs a level playing field to be able to compete and grow, he said.

“A proactive U.S. trade policy is absolutely essential,” he said.

U.S. milk production continues to grow, and it already exceeds domestic demand by about 15 percent, Jim Mulhern, NMPF president and CEO, said.

Last month, U.S. dairy exports set a record high

representing 16.1 percent of milk production, he said.

“We’re on an upward trend. That’s a trend we want to keep growing,” he said.

It’s critical to have more definitive information on the value and importance of U.S. dairy to add to the ongoing dialogue on the importance of trade, he said.

The industry needs to impress upon policy makers the need for policy that allows the U.S. to keep growing export sales, he said.

Not only do exports create jobs, they create better-paying jobs — on average 18 percent higher than domestic wages in the transportation system, Vilsack said.

Dairy’s U.S. economic impact, 2017

Area	Total jobs	Economic impact (\$billions)
Calif.	390,175	\$97.93
Idaho	41,664	11.47
Ore.	40,100	7.56
Wash.	59,454	12.59
U.S.	2.96 million	628.27

Source: International Dairy Foods Assn.
Capital Press graphic

The public might have the perception that farming generates opportunity on the farm but might not understand and appreciate what happens after product leaves the farm.

Food and agriculture is a major employer with a major impact on the economy, he said.

Dairy in particular has a direct impact on the economy in every state and generates federal, state and local revenues, he said.

The dairy industry is responsible for \$39.5 billion in federal tax revenues and \$24.5 billion in state and local tax revenues. That’s a fairly significant contribution that keeps libraries open, provides for adequate police and fire protection and supports schools, he said.

Cheese prices slip, then rebound

By LEE MIELKE
For the Capital Press

Mid-May cheese prices headed south as traders absorbed last week’s Global Dairy Trade auction and awaited Friday afternoon’s April Milk Production report.

The blocks closed Friday morning at \$1.5825 per pound, down a nickel on the week, 8 3/4-cents below a year ago, and the lowest CME price in six weeks. The barrels closed at \$1.5325, down 8 3/4-cents on the week but 6 1/4-cents above a year ago. There were 7 cars of block sold last week at the CME and 32 of barrel.

Monday’s block price jumped 5 3/4-cents, as traders considered Friday’s bullish Milk Production report and a Chinese announcement over the weekend that China seeks to avert a trade war with the U.S., will “substantially reduce the trade deficit,” and agree to “meaningful increases in U.S. agriculture and energy exports.” The blocks gave back a quarter-cent Tuesday, slipping to \$1.6375. The barrels were up 3 3/4-cents Monday and fell back a half-cent Tuesday, to \$1.5650.

Dairy Market News reports that cheese orders have picked up, though “historically, this time period is a lull for cheese buying, particularly in the mozzarella-provolone sector.” Milk remains discounted and, as Memorial Day nears, cheese producers expect even more spot milk in the near term.

Western cheese demand is “currently solid.” Domes-



Dairy Markets
Lee Mielke

tic and international sales are good and U.S. cheese prices are competitive in the international market as the value of the dollar is down. Cheese production is strong, milk continues to be readily available, and most plants are running near full capacity.

CME butter saw a Friday finish at \$2.3850 per pound, 5 cents higher on the week and a penny above a year ago, with 61 cars exchanging hands last week.

The butter was up a nickel Monday and gained a penny and a half Tuesday, hitting \$2.45, the highest CME price since Sept. 21, 2017.

Butter sales continue to impress Central contacts and inventories are generally balanced, according to DMN.

Western butter makers report buyer interest is firm, including inquiries from international shoppers. Ice cream and other dairy products are starting to draw heavier amounts of cream but there is plenty of it for the churns. Butter inventories are generally in balance.

Cash Grade A nonfat dry milk closed last week a quarter-cent higher, at 85 1/4-cents per pound, 6 1/4-cents below a year ago.

Monday’s powder inched a quarter-cent higher and held there Tuesday at 85 1/2-cents per pound.



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4-H members hang out with the University of Idaho mascot.

Idaho 4-H Members Exploring Careers

In 2016, University of Idaho Extension 4-H Youth Development began implementing changes to teen programming at the recommendation of a 4-H teen task force. One of the largest program changes was to the Idaho 4-H State Teen Association Convention (STAC), which now has a greater focus on post-secondary education and career exploration.

“When we were revamping our teen programs we were missing that career exploration and career preparedness component,” said Shana Codr, Idaho 4-H event coordinator. “We thought that the event on campus is the perfect place and outlet to do that. Giving kids an opportunity to come to campus and see what it’s like and what type of careers are available to them.”

STAC is open to all Idaho youth, regardless of 4-H affiliation, who have completed grades 8 to 12. The four-day event is held on the U of I campus in Moscow.

“It’s a 4-H program because we offer the opportunity, but any teen in Idaho can come to this, it’s not just for 4-H members,” Codr said.

2017 marked the first year of the revamped programming where participants were able to attend a variety of hands-on career focused workshops. A medical sciences workshop focused on anatomy and physiology and allowed participants to explore a human cadaver. Another workshop focused on technology, allowing youth to learn how to use a 3D printer, virtual reality equipment and green screen technology.

“The workshops focus on hands-on activities to give them a flavor of what some of these fields are about,” Codr said.



4-H members take part in hands-on activities.

Youth were also able to visit local businesses to learn more from employees about their careers. One group visited Pullman Regional Hospital where they learned about careers in the health care industry and degree programs related to health sciences. Post event surveys found that 95 percent of attendees planned to attend a college or university after high school.

Twelve workshops were offered in 2017 and that number has increased to 25 for the 2018 event, focused on everything from animal science, first aid response and landscape architecture to engineering.

STAC is also unique in that the planning committee is mostly made up of youth. Thirteen youth and six adults help to plan the event.

“The youth have a real voice when it comes to what happens, workshops and opportunities,” Codr said.

The 2018 STAC event will take place June 25-28.
Learn more at www.uidaho.edu/stac.



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