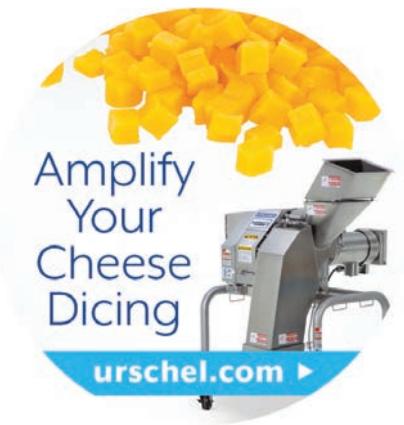




CHEESE REPORTER

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Dietary Guidelines Recommend Three Servings Of Dairy Per Day

Most Dairy Choices Should Be Lowfat, Fat-Free; Limits On Saturated Fat, Sodium Intake Backed

Washington—The US Departments of Agriculture (USDA) and Health and Human Services (HHS) on Tuesday released the Dietary Guidelines for Americans, 2020-2025, which provide recommendations designed to foster healthy dietary patterns for consumers of all ages.

The 164-page Dietary Guidelines document provides four overarching guidelines that encourage healthy eating patterns at each stage of life. The guidelines also emphasize that a healthy dietary pattern is not a rigid prescription, but rather, a customizable framework of core elements within which individuals make choices that meet their personal, cultural, and traditional preferences.

The first of the four guidelines is to follow a healthy dietary pattern at every life stage. A “dietary pattern” represents the totality of what individuals habitually eat and drink.

“A healthy dietary pattern consists of nutrient-dense forms of

foods and beverages across all food groups, in recommended amounts, and within calorie limits,” the report stated.

That includes three servings (or cup equivalents) per day from the dairy group.

The report provides several examples of calories in food choices that are not nutrient dense and calories in nutrient-dense forms of these foods. Nutrient-dense fat-free milk has 83 calories per cup, while a cup of whole milk has 146 calories; nutrient-dense air-popped popcorn has 62 calories per two-cup serving, while that same serving size has 184 calories when butter is added; and nutrient-dense espresso and fat-free milk has 110 calories, while full-fat mocha with milkfat and chocolate syrup has 290 calories.

The second of the four guidelines is to customize and enjoy food and beverage choices to reflect personal preferences, cultural traditions, and budgetary considerations. So the category of dairy and

fortified soy alternatives includes all fluid, dry, or evaporated milk, including lactose-free and lactose-reduced products and fortified soy beverages (soy “milk”), buttermilk, yogurt, kefir, frozen yogurt, dairy desserts, and cheeses.

Most dairy choices should be fat-free or lowfat.

Cream, sour cream, and Cream cheese are not included in the dairy recommendations due to their low calcium content.

The third of the four guidelines is to focus on meeting food group needs with nutrient-dense foods and beverages, and stay within calorie limits. Healthy dietary patterns feature dairy, including fat-free and lowfat (1 percent) milk, yogurt and cheese, the report. Individuals who are lactose intolerant can choose low-lactose and lactose-free dairy products.

For individuals who choose dairy alternatives, fortified soy beverages and soy yogurt — which are fortified with calcium, vitamin A, and vitamin D — are included as part of the dairy group because they are similar to milk and yogurt based on

• See **Dietary Guidelines**, p. 6

Trump Signs Pandemic Relief, Appropriations Bills

Washington—President Trump on Sunday signed into law both a pandemic relief bill as well as an omnibus government spending bill, the White House has announced.

The \$900 billion pandemic relief bill includes, among other things, no less than \$1.5 billion to fund purchases of food and agricultural products, including dairy products; \$400 million to pay for milk to be processed into dairy products and donated to non-profit entities under a dairy donation program; supplemental Dairy Margin Coverage (DMC) program payments; \$400 million for the Emergency Food Assistance Program; \$13 million for the Commodity Supplemental Food Program; and a 15 percent increase in the monthly SNAP benefit through June 30, 2021.

Also, according to the National Restaurant Association, the legislation includes several items that will benefit restaurants, most importantly a second round of access to the Paycheck Protection Program (PPP), with unique provisions aimed at assisting the restaurant industry.

The association sought other provisions that were included in the bill which will benefit restaurants, including the deductibility of business expenses paid with PPP loans, enhancement of the Employee Retention Tax Credit, extension of the augmented Work Opportunity Tax Credit, and

• See **Trump Signs Bills**, p. 6

Brexit: EU, UK Reach Agreement On Terms Of Future Cooperation; Zero Tariffs, No Quotas

Brussels, Belgium—The European Union (EU) and the United Kingdom late last week reached an agreement on the terms of their future cooperation.

The UK left the EU on Jan. 31, 2020, but there was a transition period that didn't end until Dec. 31, 2020.

The draft Trade and Cooperation Agreement reached late last week consists of three main pillars, the first of which is a free trade agreement that provides for zero tariffs and zero quotas on all goods that comply with the appropriate rules of origin. The other two pillars deal with law enforcement

• See **Brexit Agreement**, p. 4

Covid-Era Food Trends; Plant-Based, Functional Foods Top List For 2021

Gen Z Now Of Age, Pushing Value-Based Food Buying

Madison—The global coronavirus health crisis has dramatically changed the way consumers source and select food, with meal delivery, plant-based and functional foods that support mind and body leading trends for 2021.

One of the most formidable trends on the horizon is consumer demand for foods that support immune health, with functional foods designed for better well-being more popular than ever.

Behavioral and societal changes have spurred shoppers to adopt a more holistic approach to wellness, consumer brand research partner ADM recently reported.

“The global health crisis has changed consumer preferences in new and unexpected ways,” said ADM’s Vince Macciocchi, president, nutrition.

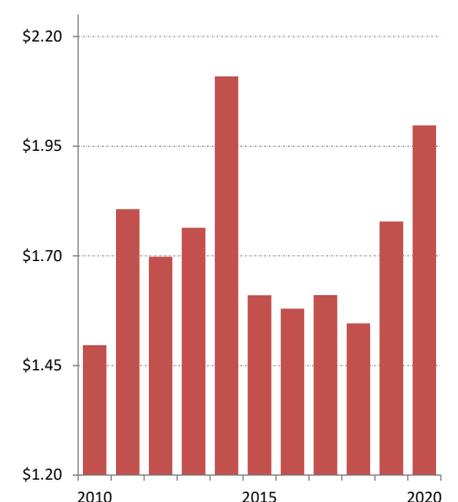
“We’re seeing a heightened demand for foods and beverages that support immune systems, enhance our mood and reduce our environmental impact, driven in part by emerging human tensions,” Macciocchi said.

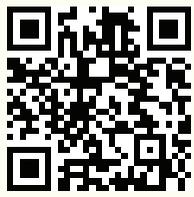
This has provided an opportunity for brands to develop new products that will forever change the way we eat and drink, he continued. It’s going to be a year of innovation, marked by significant breakthroughs in nutrition.

Sixty percent of global consumers are looking more for food and beverages that support

• See **Trends for 2021**, p. 8

CME 40-Pound Block
AVG Yearly Prices: Since 2010





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Our guess is that food service sales will start to boom in the latter half of 2021, as consumers who have been hunkering down since last spring start to patronize restaurants once again...

A Few Things Dairy Can Expect In 2021

If there's one thing the dairy industry, and pretty much every other industry, learned in 2020, it's this: expect the unexpected.

A year ago, as everybody pondered what to expect in 2020, few folks knew what a coronavirus was, let alone what COVID-19 was. In fact, it was on Dec. 31, 2019, when the World Health Organization's Country Office in the People's Republic of China picked up a media statement by the Wuhan Municipal Health Commission from their website on cases of "viral pneumonia" in Wuhan, China.

And the rest, as they say, is history. While the rise and spread of the coronavirus was the main story in 2020, thanks to vaccines now being rolled out across the US and around the world, 2021 will hopefully see the decline of COVID-19 cases and government responses to those outbreaks, and something resembling a return to normal.

What might that mean for the dairy industry? For starters, maybe the industry will see somewhat less price volatility in 2021.

That seems like a pretty safe prediction for the simple reason that it's hard to imagine price volatility getting any more severe in 2021 than it was in 2020. After all, 2020 saw the CME cash market price for 40-pound Cheddar blocks drop to \$1.00 a pound in April and reach a record high of \$3.00 a pound in July, and the federal order Class III price range from a high of \$24.54 per hundredweight in July (six cents shy of the all-time record, set in September 2014) to a low of \$12.14 per hundred in May.

Although less spectacular, butter prices also rode the roller-coaster in 2020, with almost a \$1.00 per pound difference between the high for the year (\$2.0150 on June 4) and the low (\$1.1000 per pound on Apr. 23).

And Class IV prices were also quite volatile in 2020, with a low of \$10.67 per hundred in May and a high of \$16.65 per hundred in January. To put that in some recent

historical perspective, in 2019 the Class IV price ranged from a low of \$15.48 per hundred in January to a high of \$16.90 per hundred in July.

All of the 2020 price volatility has resulted in very large volumes of milk being depooled from federal orders, which will in all likelihood result in heightened discussions of federal order reforms in 2021. The last round of federal order reforms took place in the 1990s, and it's safe to say 2020 exposed some problems with the way federal orders currently function.

Of course, the last round of federal order reforms was launched after being mandated by Congress in the 1996 farm bill, and took roughly three years to complete (from passage of the 1996 farm bill, which was signed into law by President Clinton on Apr. 4, 1996, to release of the final order, which was issued on Mar. 12, 1999).

With this timeline in mind, it's unlikely that the dairy industry will see any significant changes in federal order policies in 2021, but there will undoubtedly be plenty of discussion of such changes.

Among the many difficult things to predict is the future level of government involvement in the dairy industry. In recent years, we've seen USDA purchase dairy products under various authorities, including Section 32, trade mitigation and the Families to Farmers Food Box Program. The latter undoubtedly contributed to the rapid recovery in cheese and milk prices after they bottomed out last spring.

So what will 2021 bring in this area? There is at one key point to keep in mind: Congress passed and President Trump in late December signed into law a pandemic relief bill that includes a considerable amount of money that could be used to purchase dairy products.

That pandemic relief bill includes, among many other things, at least \$1.5 billion to purchase food and agricultural products; \$400 million to pay for milk

and other dairy products under a dairy donation program; \$400 million for the Emergency Food Assistance Program; and \$13 million for the Commodity Supplemental Food Program. At least some of this money has to be spent by Sept. 30, 2021.

According to the National Restaurant Association, the pandemic relief bill also includes several items that will benefit restaurants, which leads us to wonder what food service sales will look like in 2021, especially during the latter half of the year as more and more people get vaccinated, COVID-19 infection rates hopefully decline and state and local restrictions begin to be eased.

Our guess is that food service sales will start to boom in the latter half of 2021, as consumers who have been hunkering down since last spring start to patronize restaurants once again (at least those restaurants that managed to survive the pandemic). One thing to watch will be the National Restaurant Association's Restaurant Performance Index, which has been in negative territory since the pandemic began but could improve significantly as lockdowns wind down and consumers once again start to dine out regularly.

Finally, 2021 will see President Trump leave office and Joe Biden become president, meaning that, among many other things, US trade policy will likely see some significant changes. Under Trump, the US withdrew from the Trans-Pacific Partnership agreement, got involved in trade wars with various countries and regions, and spent billions of dollars compensating dairy and other industries for the trade damage these trade wars wrought, among other things.

Biden's trade policy remains to be seen; suffice it to say it will be different than Trump's.

All in all, 2021 will be as difficult to predict as any other year, but probably won't be as unpredictable as 2020 proved to be.

International Dairy Federation Updates Dairy Terms Guide

Brussels, Belgium—The International Dairy Federation (IDF) recently published an update to its bulletin on the Codex General Standard for the Use of Dairy Terms (GSUDT).

The update provides the latest information on the nature, content and possible implications of the GSUDT in the context of national, regional and international trade, including its status in relation to the WTO Agreement on Technical Barriers to Trade.

The Codex General Standard for the Use of Dairy Terms (CXS 206-1999) was adopted by the Codex Alimentarius Commission in 1999, corresponding to its mandate to ensure the correct use of dairy terms intended for milk and milk products, to ensure fair practices in the food trade, and to protect consumers from being confused or misled by the use of dairy terms for non-dairy products.

The clear rules of the Codex GSUDT provide an internationally accepted framework to protect the integrity of milk and milk products against nutritionally inferior imitation products that attempt to take advantage of the natural and healthy image of milk and milk products, IDF stated.

IDF Bulletin 507/2020: The Codex General Standard for the Use of Dairy Terms — Its nature, intent, and implications has been developed to help policymakers, food business operators and enforcement authorities interpret the detail of the GSUDT. The new edition replaces the previous IDF Bulletin 397 of 2005 on the subject.

“The natural origin, nutritional value, functional properties and sensory characteristics of milk and milk products have created the uniquely positive consumer perception and strong market position of milk and milk products all over the world,” said Melissa Cameron of Dairy Australia, chair of the IDF Standing Committee on Standards of Identity and Labeling.

“This update supports policymakers, food business operators and enforcement authorities in avoiding any erroneous use of dairy terms for non-milk products, essential for safeguarding consumer health,” Cameron added.

The new IDF bulletin provides details on the GSUDT, covering both labeling and promotional information about dairy products and other foods for further processing as well as for direct consumption, and information on the application of the terms “milk,” “milk product,” “composite milk product,” “reconstituted milk product,” “recombined milk product” and other “dairy terms.”

Retail Whole Milk Prices In 2020 Averaged 20 Cents Higher Than In 2019

Washington—Retail prices for conventional whole milk averaged \$3.52 per gallon in 2020, up 20 cents from 2019, according to the retail price survey conducted monthly by federal milk marketing order market administrators.

That’s the highest average retail whole milk price since 2015’s \$3.61 per gallon.

The retail milk price series surveys one outlet each of the largest and second largest food store chains and the largest convenience stores in 30 selected cities or metro areas located in federal order areas.

The price obtained is for the most common brand, based on shelf space, and does not represent a temporary special price, or one that is dependent on the purchase of other food items or the use of a cents-off coupon.

In 2020, average retail whole milk prices ranged from a low of \$3.41 per gallon in June to a high of \$3.60 per gallon in December. Average retail whole milk prices were above \$3.50 per gallon during the first four months of the year, below \$3.50 per gallon during the next three months, and above \$3.50 per gallon during the last five months of the year.

Among the 30 cities surveyed (retail price data for Sacramento, CA, became available beginning in February 2020), Louisville, KY, reported the lowest average retail whole milk price for 2020, at \$2.38 per gallon. That marked the third straight year in which Louisville reported the lowest average retail whole milk prices among all surveyed cities.

In addition to Louisville, seven other cities reported an average retail whole milk price under \$3.00 per gallon in 2020, including Cincinnati, \$2.96; Cleveland, \$2.93; Dallas, \$2.91; Detroit, \$2.90; Indianapolis, \$2.78; Phoenix, \$2.81; and Wichita, KS, \$2.49.

At the other extreme, in 2020, Kansas City for the second consecutive year reported the highest average retail whole milk price, at \$4.50 per gallon.

In addition to Kansas City, four other cities reported an average retail whole milk price above \$4.00 per gallon in 2020, including Chicago, \$4.11; Minneapolis, \$4.13; Philadelphia, \$4.45; and Pittsburgh, \$4.32.

In Sacramento, retail whole milk prices averaged \$3.77 per gallon in 2020, or 25 cents above the average for all 30 cities surveyed.

Retail prices for conventional reduced fat (2 percent) milk averaged \$2.47 per gallon in 2020, 22 cents higher than in 2019.

Average retail reduced fat milk prices during 2020 ranged from a low of \$3.36 per gallon in June to a high of \$3.57 per gallon in December. Average retail prices were below \$3.50 per gallon in each of the first seven months of 2020 and at or above \$3.50 per gallon in four of the last five months of the year (the exception was October, when the average price was \$3.47 per gallon).

Among the 30 cities surveyed by market administrators, average retail prices for reduced fat milk in 2020 ranged from a low of \$2.38 per gallon in Louisville to a high of \$4.30 per gallon in Philadelphia.

In addition to Louisville, seven other cities had average retail reduced fat milk prices under \$3.00 per gallon in 2020, including Cincinnati, \$2.96; Cleveland, \$2.93; Dallas, \$2.90; Detroit, \$2.90; Indianapolis, \$2.78; Phoenix, \$2.81; and Wichita, \$2.49.

In addition to Philadelphia, four other cities had average retail reduced fat milk prices above \$4.00 per gallon in 2020, including Chicago, \$4.02; Kansas City, \$4.28; Minneapolis, \$4.13; and Pittsburgh, \$4.15.

While retail whole milk prices averaged five cents per gallon higher than retail reduced fat milk prices in 2020, that wasn’t the case in all 30 cities and metro areas surveyed by market administrators. Of those 30 cities, 15 had identical average retail prices for both whole and reduced fat milk, 14 had higher

Avg Retail Whole Milk Prices 2013 - 2020



average retail prices for whole milk than for reduced fat milk, and one city, Houston, had a higher average retail price for reduced fat milk (\$3.34 per gallon) than for whole milk (\$3.31 per gallon).

Retail prices for organic whole milk averaged \$4.04 per half-gallon in 2020, three cents lower than in 2019.

During 2020, average retail prices for organic whole milk ranged from a low of \$3.99 per half gallon in each of the first three months of the year to a high of \$4.13 per half gallon in August.

Among the 30 cities surveyed by market administrators, retail prices for organic whole milk in 2020 ranged from a low of \$3.14 per half gallon in Houston to a high of \$5.78 per half gallon in Pittsburgh.

Retail prices for organic reduced fat milk also averaged \$4.04 per half-gallon in 2020, down three cents from 2019. That was the sixth consecutive year in which average retail prices for organic whole milk and organic reduced fat milk were identical.

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Brexit Agreement

(Continued from p. 1)

and judicial cooperation, and governance.

The free trade agreement's chapter on market access and national treatment includes provisions which reaffirm, incorporate and build upon WTO commitments and principles, facilitate trade, and address non-tariff barriers.

The agreement includes a technical barriers to trade (TBT) chapter which addresses regulatory barriers to trade between the UK and EU, while allowing both parties the freedom to regulate goods in the way most appropriate for their own market. This chapter builds on the WTO TBT agreement and includes provisions on technical regulation, conformity assessment, standardization, accreditation, market surveillance and marking and labeling.

Also, the agreement includes a sanitary and phytosanitary (SPS) chapter which ensures that the UK and the EU can maintain fully independent SPS rules to protect human, animal and plant life and health, preserving each party's right to independently regulate, while not creating unjustified barriers to trade.

With respect to geographical indications (GIs), the free trade agreement enables both the EU and the UK to set their own rules and the future directions of their respective schemes. The UK and EU have agreed to a review clause on GIs, which provides that the UK and EU may, if both parties agree it is in their interests, use reasonable endeavors to agree on rules for the protection and domestic enforcement of their GIs.

Following the agreement reached late last week by the EU and UK, three EU food-related

trade associations — Food-DrinkEurope, Copa and Cogeca, and CELCAA (the EU umbrella association representing the trade in agri-food and commodities) — urged the authorities to maintain their positive momentum over the coming week and to develop an effective transition phase from Jan. 1, 2021, towards the eventual full implementation of new trade rules.

It is "essential" for EU and UK authorities to move at "lightning speed" to ensure businesses understand the requirements, that border controls can operate effectively from Jan. 1, 2021, and that the European Commission has a crisis management protocol, including direct communications with agri-food chain operators, to identify and solve border issues as they arise over the coming weeks and months, the trade groups stated.

"Failure to move quickly will lead to more border chaos and supply chain disruption that will not only put thousands of jobs at risk, but also impact the safe supply of affordable agri-food products to consumers," the three associations urged the European Commission and relevant authorities to implement several measures without delay, including, among others:

- Develop an effective transition phase from Jan. 1, 2021, towards the eventual full implementation of new trade rules.

- Provide the human, technical and financial resources to implement and enforce the new customs and SPS measures.

- Ensure the new rules are clear to interpret and enforce to ensure predictability for business.

- Reiterate the "essential" nature of the agri-food value chain and maintain "green lanes" alongside other customs measures which were successfully deployed during

the coronavirus pandemic lockdown to fast track agri-food products across borders.

—With Northern Ireland remaining part of the EU, pay special attention to trade in products between Great Britain and Northern Ireland to maintain the integrity of the EU single market and acknowledge the need for enduring solutions, particularly on SPS measures and new labeling rules.

"UK food and drink is breathing a sign of relief that we have a deal but we will hold the celebrations until we have scrutinized the detail," said Ian Wright, chief executive of the UK's Food and Drink Federation (FDF). "We must first answer key questions about which individual sectors of the industry will be unable to access the EU market without facing tariffs under the agreed rules of origin.

"We welcome the prospect of a more constructive approach to enforcing new rules, on both sides of the border," Wright continued. "We hope for a much more collaborative relationship between London and member states with the minimization of disruption at the border due to new trade frictions introduced as a priority."

The "last-gasp nature" of the EU-UK deal "means that there will be significant disruption to supply and some prices will rise," Wright added.

"The successful conclusion of a deal between the UK and EU is very positive news for British agriculture," said Minette Batters, president of the National Farmers Union (NFU) of the UK. "It is vital government does all it can now to prioritize exports of our high quality, perishable agricultural products to make sure that these products are not left languishing in queues at the border when the changes take effect."

industry, when purchasing supplies to sculpt their entry.

Pennsylvania butter can be identified by looking for the PA Preferred® logo, plant code 42, or purchasing directly from a local farmers market that sources from a Pennsylvania dairy.

Pennsylvania in 2019 produced about 91 million pounds of butter.

Contest entrants will be judged in five age group categories, including elementary school, middle school, high school, adult, and senior. The winners and runners up will be judged by fans of the Pennsylvania Farm Show by total reactions (likes, loves, wows, cares, etc.).

Members of the Pennsylvania Food Merchants Association (PFMA) have donated \$50 and \$25 gift cards for the winners and runners up in all five contest categories.

"The new at-home butter sculpture competition is an awesome

opportunity to keep kids and adults engaged and learning virtually with the Pennsylvania Farm Show in a new and safe way this year. We're excited that many of our PA Food Merchants Association members value this project and have contributed prizes to those who participate," said Alex Baloga, president and CEO of the PFMA.

"Each year, Pennsylvanians come from near and far to marvel at the 1,000-pound sculpture that has become a keystone of the annual Farm Show," said Russell Redding, Pennsylvania's agriculture secretary. "Now, we invite you to try your own hand and gain new appreciation for the art of butter sculpting."

The full schedule of virtual Pennsylvania Farm Show events will run from Monday, Jan. 11, through Friday, Jan. 15, 2021, with previews and light programming running on Saturday, Jan. 9, and Sunday, Jan. 10.

FROM OUR ARCHIVES

50 YEARS AGO

Jan. 1, 1971: Cambridge, MA—Americans will spend \$124 billion for food and beverages in 1970, and meals from "franchised food outlets" will account for almost \$6 billion. "Drive-in" restaurants with limited menus and service are expected to reach \$12 billion in sales.

Madison—The Wisconsin Cheese Makers Association urged USDA to resume buying cheese for welfare and school lunch distribution to prevent a drop in cheese prices. If cheese is not placed back the menu soon, farmers will suffer a decrease of 10 to 20 cents per hundredweight for the price of milk.

25 YEARS AGO

Dec. 29, 1995: Big Stone, SD—Stella Foods, Inc. is consolidating its national hard-style cheese curing and finishing operations into its facility here. The company prepared for consolidation over the past year by relocating a portion of its cheese production from Big Stone to other Stella facilities, primarily in Wisconsin.

Amsterdam, MT—Control of milk prices in Montana will shrink when a new law takes effect Jan. 1. For the first time in 60 years, controls will be taken off the wholesale prices that grocery stores pay for milk from dairy processors, and the minimum retail price will no longer be set by a state board. However, the state will continue to set the price farmers receive for milk.

10 YEARS AGO

Dec. 31, 2010: Burlington, VT—Northeast dairy farmers reached a settlement agreement with Dean Foods Company in their class action antitrust lawsuit against Dean Foods, DFA and Dairy Marketing Services. The agreement will include \$30 million in monetary damages and injunctive relief that calls for Dean Foods to purchase a portion of its raw milk from multiple Northeast sources.

Madison—Wisconsin Governor-elect Scott Walker this week named Ben Brancel as the new secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection. Brancel had served as DATCP secretary under Gov. Tommy Thompson.

Pennsylvania Launches Home Butter Sculpture Competition

Harrisburg, PA—The Pennsylvania Department of Agriculture this week announced a new opportunity for Pennsylvanians to bring the Pennsylvania Farm Show into their homes, by inviting them to craft their own butter sculpture creations and enter them into the "Butter Up! Contest."

The contest will be open for submissions from Saturday, Jan. 9, through Saturday, Jan. 16, 2021. Individuals can use up to five pounds of butter; food dye or coloring of any kind cannot be used to enhance the butter.

While not a requirement, the department is suggesting that individuals look for Pennsylvania butter, to support the state's dairy

Upper Midwest Federal Order OKs Request To Pool Milk Dumped At Farm Over Holidays

Minneapolis, MN—Victor J. Halverson, market administrator for the Upper Midwest federal milk marketing order, recently approved a request to temporarily allow pool handlers to discard surplus milk at a farm or other non-plant location, with any such dumped milk retaining the status of pool milk.

Dairy Farmers of America (DFA) had requested this temporary authorization early last week. The period requested for the temporary authorization is Dec. 23, 2020, through Jan. 4, 2021.

Halverson agreed to authorize the pooling of milk dumped at the farm or other non-plant locations for the requested period after considering comments provided by DFA, supported by Associated Milk Producers, Inc. (AMPI), Foremost Farms USA, and Land O'Lakes.

Several conditions have to be met for dumped milk to retain the status of pool milk, Halverson noted, including:

- The milk should be measured and tested as circumstances and conditions allow. If need be, methods such as the following may be used: most recent test; recent period average; or average of tests before or after dumping.

- Notification should be given to the market administrator's office as soon as possible when the milk is dumped. At pool time, a separate list must be submitted of all producers whose milk was dumped along with the component tests of the applicable milk (if available), and the physical location and address of where the milk was dumped.

- Any such requested dumps that are pooled will be subject to audit verification by the market administrator.

- Milk that is dumped and requested to be pooled is still subject to volume limitations.

The Upper Midwest federal order is the third order that has agreed in recent weeks to temporarily authorize the pooling of milk disposed or "dumped" at the farm or other non-plant locations over the holiday period.

Shawn M. Boockoff, market administrator of the Northeast federal order, agreed to temporarily authorize the pooling of dumped milk for the period of Dec. 19, 2020, through Jan. 9, 2021, while Sharon R. Uther, market administrator for the Mideast federal order, has agreed to temporarily authorize the pooling of dumped milk for the period of Dec. 24, 2020, through Jan. 9, 2021.

Top Source Of Listeria Illnesses Is Dairy Products, But Outbreaks Are Rare

Washington—More than 75 percent of the US *Listeria monocytogenes* illnesses in 2018 were linked to dairy products and fruits, but the rarity of *Listeria monocytogenes* outbreaks makes these estimates less reliable than those for several other pathogens, according to a recently released report.

In an ongoing effort to understand sources of foodborne illness in the US, the Interagency Food Safety Analytics Collaboration — a tri-agency group created by the Centers for Disease Control and Prevention (CDC), the US Food and Drug Administration (FDA) and USDA's Food Safety and Inspection Service (FSIS) — collects and analyzes foodborne-illness outbreak data for four pathogens: *Salmonella*, *Escherichia coli* 0157, *Listeria monocytogenes*, and *Campylobacter*.

The data, including specific foods and food categories that are responsible for foodborne illnesses in the US, are analyzed by calendar year and released in an annual report. IFSAC's newest report was released last month.

The CDC estimates that, together, the four pathogens analyzed cause nearly 2 million cases of foodborne illnesses each year.

The data used in the report came from 1,459 foodborne disease outbreaks that occurred from 1998 through 2018 and for which each confirmed or suspected implicated food was assigned to a single food category: 905 caused or suspected to be caused by *Salmonella*, 255 by *E. coli* 0157, 44 by *Listeria*, and 255 by *Campylobacter*. These include 52 outbreaks caused by multiple serotypes of *Salmonella* (42), multiple species of *Campylobacter* (eight), and multiple serotypes of *E. coli* 0157 (two) that would have been excluded had the IFSAC not changed pathogen exclusion criteria.

Due to down-weighting, the last five years of outbreaks provide the majority of information for the estimates; outbreaks from 2014 through 2018 provide 73 percent of model-estimated illnesses used to calculate attribution for *Salmonella*, 60 percent for *E. coli* 0157, 75 percent for *Listeria*, and 60 percent for *Campylobacter*.

Over 75 percent of foodborne *Listeria monocytogenes* illnesses were attributed to dairy products (42.7 percent) and fruits (32.5 percent), the report noted. Over 90 percent of illnesses were attributed to non-meat food categories.

Over half of non-dairy *Campylobacter* illnesses were attributed to chicken (58.3 percent). The credibility interval for chicken did not overlap with the credibility intervals for the other categories, indicating a higher estimated attribution percentage for chicken than for any other food category.

An attribution percentage for dairy is not presented in the report partly because most *Campylobacter* outbreaks were associated with unpasteurized (raw) milk, which is not widely consumed in the US. Structured expert judgment studies estimate about 8 to 10 percent of foodborne campylobacteriosis to be attributable to dairy products (principally raw milk).

The attribution percentages before removing dairy were: dairy, 56.5 percent; chicken, 25.4 percent; other seafood, 4.6 percent; turkey, 3.6 percent, other meat/poultry 3 percent, and less than 2

percent for each of the other categories. The chicken attribution percentage increased to 58.3 percent after removing dairy.

Over 75 percent of *Salmonella* illnesses were attributed to chicken, seeded vegetables (such as tomatoes), pork, fruits, other produce, eggs, and turkey. Those categories were followed by beef (5.7 percent of illnesses), sprouts (4.9 percent) and dairy (4.2).

Over 75 percent of *E. coli* 0157 illnesses were attributed to vegetable row crops (50.3 percent) and beef (25.5 percent), followed by dairy products (6.5 percent).

The attribution of *Salmonella* illnesses to multiple food categories suggests that interventions designed to reduce illnesses from these pathogens need to target a variety of food categories, the report said. By contrast, the majority of *E. coli* 0157 illnesses were attributed to food categories, vegetable row crops and beef, which suggests that interventions for *E. coli* 0157 focusing on these two food categories may be most effective in reducing illnesses.

As with *E. coli* 0157, most *Listeria* illnesses were also attributed to two food categories, dairy and fruits. Although the limited number of outbreaks and wide credibility intervals dictate caution in interpreting the attribution percentage for dairy, the risk to pregnant women and persons with weakened immune systems of consuming soft cheese made from unpasteurized milk or in unsanitary conditions is well-recognized, according to the report.

Estimates in this report should not be interpreted as suggesting that all foods in a category are equally likely to transmit pathogens. Caution should also be exercised when comparing estimates across years, the report stated.



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Dietary Guidelines

(Continued from p. 1)

nutrient composition and in their use in meals.

Other products sold as “milks” but made from plants (e.g., almond, rice, coconut, oat, and hemp “milks”) may contain calcium and be consumed as a source of calcium, but they are not included as part of the dairy group because their overall nutritional content is not similar to dairy milk and fortified soy beverages. Therefore, consuming these beverages does not contribute to meeting the dairy group recommendation.

“About 90 percent of the US population does not meet dairy recommendations,” the report noted. The percent of consumers who drink milk as a beverage on a given day is 65 percent among young children, 34 percent in adolescents, and about 20 percent for adults.

Dairy is generally consumed in forms with higher amounts of sodium (e.g., cheeses as part of mixed dishes such as pizza, sandwiches, and pasta dishes) and saturated fat (e.g., higher-fat milks and yogurts) and can be a source of added sugars such as flavored milk, ice cream, and sweetened yogurts, the report said.

“Most individuals would benefit by increasing intake of dairy in fat-free or lowfat forms, whether from milk (including lactose-free milk), yogurt, and cheese, or from fortified soy beverages or soy yogurt,” the report added. “Strategies to increase dairy intake include drinking fat-free or lowfat milk or a fortified soy beverage with meals or incorporating unsweetened fat-free or lowfat yogurt into breakfast or snacks.”

Oils are important to consider as part of a healthy dietary pattern as they provide essential fatty acids, the report said. Commonly consumed oils include canola, corn, olive, peanut, safflower, soybean,

and sunflower oils. Oils are also naturally present in nuts, seeds, seafood, olives, and avocados. The fat in some tropical plants, such as coconut oil, palm kernel oil, and palm oil, are not included in the oils category because they contain a higher percentage of saturated fat than do other oils.

Strategies to shift intake of oils include cooking with vegetable oil in place of fats high in saturated fat, including butter, shortening, lard, or coconut oil.

Current inadequate intake of nutrient-dense foods and beverages across food groups has resulted in underconsumption of some nutrients and dietary components, the report found. Calcium, potassium, vitamin D and dietary fiber are considered dietary components of public health concern for the general population because intakes are associated with health concerns.

If a healthy dietary pattern is consumed, amounts of calcium, potassium and dietary fiber can meet recommendations, the report said. Individuals should be encouraged to make shifts to increase the intake of dairy, vegetables, fruits, beans and whole grains to move intakes of these underconsumed dietary components closer to recommendations.

Limit Sodium, Saturated Fat Intake

The fourth guideline is to limit foods and beverages higher in added sugars, saturated fat, sodium, and limit alcoholic beverages.

For those two years and older, intake of saturated fat should be limited to less than 10 percent of calories per day by replacing them with unsaturated fats, particularly polyunsaturated fats. Current average intakes of saturated fat are 11 percent of calories.

Strategies to lower saturated fat intake include reducing intakes of dessert and sweet snacks by consuming smaller portion sizes; and to choose lower-fat forms of foods and beverages (such as fat-free or

lowfat milk). And when cooking and purchasing meals, select lower-fat in place of regular cheese.

Sodium is an essential nutrient primarily consumed as salt. Sodium intake should be less than 2,300 milligrams per day; average intakes for those ages one and older is 3,393 milligrams per day, with a range of about 2,000 to 5,000 milligrams per day.

Because sodium is found in so many foods, multiple strategies should be implemented to reduce sodium intake to the recommended limits, the report said.

Strategies to lower sodium intake include cooking at home more often; using the Nutrition Facts label to choose products with less sodium, reduced sodium, or no-salt-added; and flavoring foods with herbs and spices instead of salt.

A healthy dietary pattern limits added sugars to less than 10 percent of calories per day. Foods and beverages high in calories from added sugars should be limited to help achieve healthy dietary patterns within calorie limits.

NMPP, IDFA Praise Guidelines

The National Milk Producers Federation (NMPP) praised USDA and HHS upon the release of the Dietary Guidelines for Americans, and pledged to continue efforts to broaden consideration of the latest science on dairy fats in the next examination of the guidelines, which are released every five years.

“USDA and HHS deserve praise for once again recognizing just how vital dairy is to the nation’s health and well-being,” commented Jim Mulhern, NMPP’s president and CEO. “We encourage them to affirm that role even more clearly in the next iteration of the Dietary Guidelines, to reflect the positive contribution of dairy fats in diets that’s increasingly recognized in a growing body of evidence.”

“The Dietary Guidelines confirm what the overwhelming body of science has been telling us for years: that dairy is one of the most nutritious foods available to people of all ages,” said Michael Dykes, president and CEO of the International Dairy Foods Association (IDFA). “The scientists and experts agree that Americans need to consume more dairy to meet federal nutrition recommendations.”

“At a time when affordable nutrition has never been more important to our nation, dairy foods, including lactose-free varieties, are a highly nutritious and accessible option that can help fill important nutrient gaps and support overall well-being,” said Jean Ragalie-Carr, president of the National Dairy Council (NDC).

The Dietary Guidelines for Americans has been released by USDA and HHS every five years since 1980.

Trump Signs Bills

(Continued from p. 1)

increased tax deduction for business meals.

“The action taken by Congress today will keep tens of thousands of restaurants from closing in the coming months,” Tom Bene, president and CEO of the National Restaurant Association, said last week. “A second round of PPP, combined with unique enhancements for the restaurant sector, will provide critical access to capital.”

However, “the long-term economic challenges facing independent, franchise, and chain restaurants will not end with the new year, and we will continue to press federal and state leaders for the support that will put us on the road to recovery,” Bene added.

“Restaurants have waited months for a comprehensive relief bill that reflects the magnitude of this crisis,” said Sean Kennedy, executive vice president of public affairs for the association. “Today’s bipartisan action is a ‘down payment’ that recognizes the unique damage the pandemic is inflicting on our industry. Congress heard from us and hundreds of thousands of our restaurant members about basic steps to improve PPP for our industry, and they listened.”

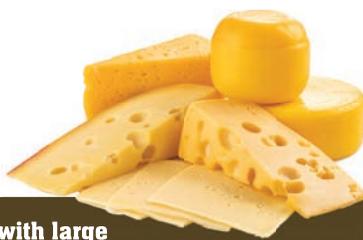
Still, there is “much more to be accomplished, and we will continue to press in 2021 at the federal, state, and local level on behalf of the industry, our employees, and our customers,” Kennedy added.

The appropriations bill signed into law by Trump funds the federal government through the current fiscal year, which ends Sept. 30, 2021.

The bill includes, among other things, \$22 million to support dairy innovation centers. The Dairy Business Innovation Alliance, a partnership between the Wisconsin Cheese Makers Association and the Wisconsin Center for Dairy Research, is one of the centers that are funded by USDA’s Dairy Business Innovation Initiatives.

The other dairy innovation centers are led by the University of Tennessee and serves the dairy industry in Tennessee, Kentucky and North Carolina; and the Vermont Agency of Agriculture, Food and Markets, where the Northeast Dairy Business Innovation Center serves all New England states as well as New York, Pennsylvania, New Jersey and Delaware.

According to the International Dairy Foods Association (IDFA), the appropriations bill also includes, among other provisions: language authorizing the US secretary of agriculture to provide recourse loans to dairy processors, packagers and merchandisers; \$1 million for the SNAP Healthy Fluid Milk Incentive Program; and \$1.5 million for ice cream research.



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USDA, EPA, FDA Renew Their Agreement On Reducing Food Loss And Waste

Washington—The US Department of Agriculture (USDA), Environmental Protection Agency (EPA) and Food and Drug Administration (FDA) recently announced the renewal of the joint agency formal agreement, including the Winning on Reducing Food Waste Initiative.

The agreement reaffirms the agencies' commitment to improve coordination and communication efforts to better educate consumers on the impacts and importance of reducing food loss and waste, which negatively impact food security, the economy, communities, and the environment.

Since the Winning on Reducing Food Waste Initiative was launched, the collaborative effort has achieved great success, the agencies said. Public-private partnerships, like the United States Food Loss and Waste 2030 Champions, are key to reducing food loss and waste by implementing proven strategies and sharing best practices. In 2020, 10 new businesses and organizations were welcomed to the 2030 Champions.

This week's renewed three-year agreement will continue to build on these successful partnerships and reiterate the shared commitment to work towards the national goal of reducing food loss and waste by 50 percent by 2030.

As part of the Winning on Reducing Food Waste Initiative, EPA, USDA, and FDA issued their fiscal year 2019-2020 Federal Interagency Strategy in April 2019, which identifies six priority areas on which the agencies will focus their efforts to reduce food loss and waste in the US.

In May 2020, the Federal Interagency Strategy was updated by

listing contributing efforts for each of the strategy's six priority action areas:

Priority Area 1: Enhance inter-agency coordination.

Priority Area 2: Increase consumer education and outreach efforts.

Priority Area 3: Improve coordination and guidance on food loss and waste measurement.

Priority Area 4: Clarify and communicate information on food safety, food date labels, and food donations.

Priority Area 5: Collaborate with private industry to reduce food loss and waste across the supply chain.

Priority Area 6: Encourage food waste reduction by federal agencies in their respective facilities.

The agencies also launched partnerships with organizations at the forefront of food loss and waste reduction efforts. In April 2019, the agencies signed an agreement with ReFED, a network of the nation's leading business, non-profit, foundation, and government leaders committed to reducing US food waste.

In October 2019, another partnership with the Food Waste Reduction Alliance, formalized collaboration on education and outreach efforts with three major sectors of the supply chain: food manufacturing, retail, and restaurant and food service.

"We've seen great strides in food loss and waste reduction since first entering the joint agency formal agreement with our federal colleagues, and through collaborative efforts with our public and private partners," said FDA Commissioner Stephen M. Hahn. "At FDA, we've encouraged food manufac-

urers and retailers to standardize the way quality-based date labels are used on packaged foods and developed videos and materials to educate consumers.

"With these continued partnerships and important efforts, we're on track to see a 50 percent reduction of food waste by 2030," Hahn added.

"Our nation's agricultural abundance should be used to nourish those in need, not fill the trash," said US Secretary of Agriculture Sonny Perdue. "As the world's population continues to grow and the food systems continue to evolve, now is the time to continue to educate consumers and businesses alike on the need for food waste reduction."

"The United States is getting a handle on its serious food waste problem," said EPA Administrator Andrew Wheeler. "The three-year renewal of this joint agency agreement will help our country achieve its ambitious goal of cutting food waste by 50 percent by 2030."

The EPA estimates that more food (over 70 billion pounds) reaches landfills than any other material in everyday trash, constituting 24 percent of discarded municipal solid waste.

Landfills are the third largest source of human-related methane emissions in the US, the agencies pointed out.

Food waste not only impacts landfill space and emissions, it negatively impacts the economy. USDA estimates the value of food loss and waste for retailers and consumers each year to be over \$161 billion.

Details on becoming a US Food Loss and Waste 2030 Champion can be found at www.usda.gov/foodlossandwaste/champions.

McCormick Acquires FONA International

Hunt Valley, MD—McCormick & Company Inc. on Wednesday announced that it has purchased 100 percent of the shares of FONA International, LLC, and certain of its affiliates.

FONA is a manufacturer of flavors for dairy, food, beverage and nutritional markets, and its annual sales are approximately \$114 million. Founded more than 30 years ago, FONA is headquartered in Illinois and has approximately 220 employees, with a state-of-the-art manufacturing and technical innovation center.

"The acquisition of FONA reinforces McCormick's global growth strategy as FONA expands the breadth of our flavor solutions segment into attractive categories, as well as extends our technology platform and strengthens our capabilities," commented Lawrence E. Kurzius, McCormick's chairman, president and chief executive officer. "FONA's portfolio is highly complementary to McCormick's and will provide our customers with an even more comprehensive product offering to meet the growing demand for clean and flavorful eating, drinking and nutrition experiences.

"McCormick has a history of creating value through acquisitions," Kurzius said. "The employees of FONA share with McCormick a great history and commitment to core values and purpose, doing what is right while driving industry leading financial performance, and we look forward to welcoming them to the McCormick family. Together we will achieve continued success."



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Trends For 2021

(Continued from p. 1)

immune health, according to Innova Marketing Insights, with one-third saying they are more concerned about immune health in 2020 than they were in 2019.

Another growth area for functional products is those that target the microbiome. ADM says this area is “fertile ground for food and beverage innovation with functional solutions like prebiotics, probiotics, and postbiotics that support microbiome function.”

Functional foods have been huge for years, said Leith Steel, account strategist and trendwatcher, Carbonate.

“The difference is the hot functional ingredients change every couple of years,” Steel said. “Right now, mushroom powders are still rising; turmeric is already mainstream (golden lattes); CBD is huge – and deserves its own category.”

The lines are blurring between the supplement and grocery aisles, and that trend will accelerate in 2021, according to Whole Foods Market’s predictions for 2021.

“There have been radical shifts in consumer habits in 2020,” said Sonya Gafsi Oblisk, Whole Foods’ chief marketing officer. “Food trends are a sign of the times, and our 2021 trends are no exception.”

Breakfast is getting special attention, including a new lineup of products tailored to people paying more attention to what they eat in the morning such as pancakes on weekdays and sous vide egg bites.

More consumers will also get their coffee fix in new ways in 2021, from smoothie breakfast parfaits and coffee yogurt to coffee-flavored bars and booze. Coffee company Melitta recently reported that 45 percent of consumers are using a new coffee brewing method at home compared to last year. To that end, pour overs, frothers and indulgent creamers will be big in 2021.

Shoppers will experiment with creamer flavors to replicate coffee shop drinks. For example, Chobani is releasing a new S’mores flavored dairy creamer, adding to its line of flavors that already features options from Cookies & Cream to Caramel and Peppermint Mocha.

Dairy brand fairlife has also recently launched a specialty coffee creamer line with four flavors: Sweet Cream, Vanilla, Hazelnut and Caramel.

Plant-Based Phenom Moves Beyond Trend To Movement

A “global phenomenon status” is how Innova Marketing Insights describes the continued popularity of plant-based food. The Specialty Food Association (SFA) went a step further, calling it “more a movement than a trend” and expects annual growth of 10 to 20 percent through 2024.

Consumers consider plant-based alternatives for four main reasons – health, diet variety, sustainability, and taste – Innova found. The company expects growing mainstream appeal of plant-based to accelerate demand for new and different products beyond burger analogues.

Double- to triple-digit growth in emerging categories – cheese, spreads, creamers, snacks, dips and sauces – are driving increased plant-based sales.

Halva — a sesame seed-based Middle Eastern confection that was touted in 2020 by chef and food writer Ruth Reichl as good-for-you candy — is re-emerging in the spotlight. Product examples include halva butter made from sesame paste to spread on toast, crackers, or in ice cream.

Value-Based Food Buying Surges As Gen Z Comes Of Age

Whole Foods’ trend spotters have seen a huge rise in packaged products that use neglected and underused parts of an ingredient as a path to reducing food waste.

Up-cycled foods, made from ingredients that would have otherwise been food waste, help to maximize the energy used to produce, transport and prepare that ingredient.

“Sustainability takes center stage,” agreed ADM, noting 65 percent of consumers want their everyday actions to positively affect on the environment.

Lux Research’s report The Food Company of 2050 lists “increasing sustainability” as one of the six areas where companies must focus if they expect to survive and thrive for the next 30 years.

Concerns about sustainability will prompt some consumers

to select renewable food sources like whey-based items, according to Grande Custom Ingredients Group. By-products that can be upcycled into healthy ingredients for soups, sauces, dressings, meal replacement bars, protein supplements, and beverages will have significant consumer appeal in 2021.

Cultural appropriation, community impact and ethical practices will also promote values-based food buying. More than ever, brands are focused on these three categories and trying to align their messaging with this,” said chef Tu David Phu, a Trendspotter Panel member.

“This pivot/shift is mainly due to Generation Z coming into the consumer marketplace as adults,” Phu said. “Food brands need to shift now as this new demographic is taking over the marketplace.”

Food Delivery Becomes Habit; Ghost Kitchens Emerge

The practice of food delivery and takeout – actions of sheer necessity during 2020 – will become a regular habit in 2021, Grande predicted. Restaurant chains that had the foresight to offer delivery options and contactless pick-up prior to the onset of the pandemic will have an upper hand.

Emerging on the scene are ghost kitchens— restaurant concepts without a public location for patrons to dine or pick up orders, and are modeled entirely on the delivery concept.

Operators establish a brand and menu, then promote their openings on social media and elsewhere, Grande reported. They typically rent kitchen facilities to prepare meals and register with popular delivery apps in hopes of getting orders.

Related to the food delivery trend is a surge in meal kits. The pandemic helped the market for “meals in a box” rebound when millions of consumers found themselves under stay-at-home orders with more time to prepare meals.

The meal kit subscription model is expected to become a \$20 billion industry by 2027, Grande said.

Meal kit companies also offer a broader range of options to customers, from traditional comfort foods and ethnically-inspired dishes, to those that cater to alternative diets such as gluten-free, Paleo and Keto.

“At-home eating will be the name of the game in 2021,” agreed Melanie Zanoza Bartelme, global food analyst at Mintel. “We will see consumers looking to brighten and enliven the monotony of preparing so many meals in a row.”

The overall market will also continue to see a decline in the levels of sugar in foods and drinks and an increase in the availability and popularity of alternative sweeteners, said Clara Park, corporate chef of Culinary Innovation for Chelton House Products.

Killer Creamery Set To Expand Keto Ice Cream Line

Boise, ID—Keto ice cream brand Killer Creamery will expand its product line and distribution in the coming year, following a successful series of seed funding endeavors.

Killer Creamery one of the latest brands hitting the billion-dollar keto and low-carb dessert category. It began as a protein ice cream company called Killer Whey, but was officially established as “Killer Creamery” in 2020 as a large number of consumers are looking to replace dessert items with healthier options.

Products are available in more than 2,700 retailers across the US and online, including Albertsons Companies, Whole Foods, Kroger, WinCo, Raley’s, AHold Companies and independent retailers.

The creamery’s recipe, which was improved and updated this fall, has no more than three net grams of carbohydrates and no added sugar. It features C8 MCT oil from coconuts and a keto-approved blend of natural sweeteners.

The company also incorporates a prebiotic fiber which aids with insulin sensitivity and offers anti-inflammatory and cardiovascular system health benefits, the company reported.

Headquartered in Boise, Killer Creamery sources its cream from dairy farms in Arizona and Idaho.

“With Idaho being a dairy state, I’m able to get cream and milk powders easily,” said founder, CEO and food scientist Louis Armstrong.

“If we ever expand more, it’s a great place to build a manufacturing plant at scale,” Armstrong continued. “The cost and regulatory environment make it friendlier than other states.”

“We have a ton of cream in our product,” he continued. “Cream and MCT oil are our main fat sources.”

The flavor lineup includes Caramels Back, Peanut Blubber, Jam Session, No Judge Mint, Chip Chip Hooray, Brownie Points, Whale Trails and Chilla In Vanilla.

The new flavors are currently being rolled out into all retail partners and on Amazon.

“I founded this company on product innovation – specifically marrying the indulgent taste and texture of traditional ice cream in a product that truly is great for you,” Armstrong said. “All of our effort is built around creating a product that tastes amazing but cuts out all the guilt and takes away the excess sugar, while giving you something that’s healthy and valuable.”

“Having the caliber of investors behind us gives me even more conviction that we’re innovating in the right direction,” he continued.

For more information, visit www.killercreamery.com.

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12. Real Estate

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13. Warehousing

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14. Consultants

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17. Help Wanted

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Class Milk & Component Prices

December 2020 with comparisons to December 2019

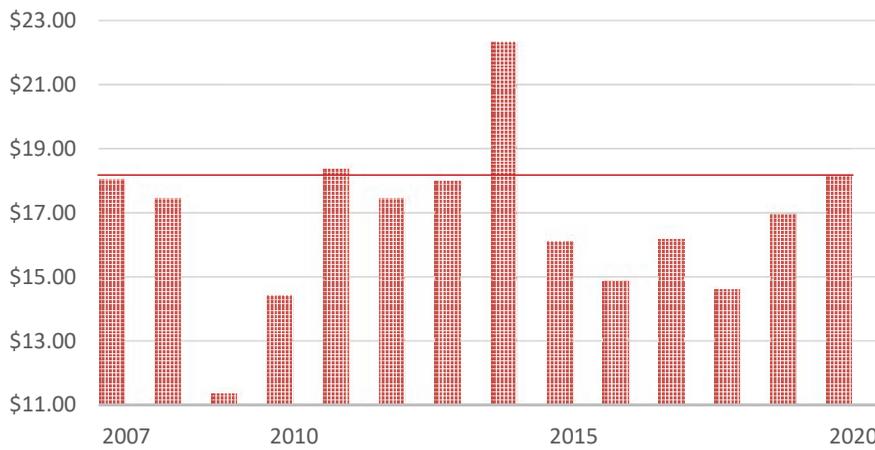
Class III - Cheese Milk Price	2019	2020
PRICE (per hundredweight)	\$19.37	\$15.72
SKIM PRICE (per hundredweight)	\$12.11	\$10.71
Class II - Soft Dairy Products	2019	2020
PRICE (per hundredweight)	\$16.81	\$14.01
BUTTERFAT PRICE (per pound)	\$2.2022	\$1.5469
SKIM MILK PRICE (per hundredweight)	\$9.43	\$8.91
Class IV - Butter, MP	2019	2020
PRICE (per hundredweight)	\$16.70	\$13.36
SKIM MILK PRICE (per hundredweight)	\$9.34	\$8.26
BUTTERFAT PRICE (per pound)	\$2.1952	\$1.5399
NONFAT SOLIDS PRICE (per pound)	\$1.0378	\$0.9180
PROTEIN PRICE (per pound)	\$3.6515	\$3.0282
OTHER SOLIDS PRICE (per pound)	\$0.1341	\$0.2245
SOMATIC CELL Adjust. rate (per 1,000 scc)	\$0.00103	\$0.00082
AMS Survey Product Price Averages	2019	2020
Cheese	\$2.0509	\$1.6433
Cheese, US 40-pound blocks	\$1.9363	\$1.7708
Cheese, US 500-pound barrels	\$2.1395	\$1.4944
Butter, CME	\$1.9842	\$1.4431
Nonfat Dry Milk	\$1.2161	\$1.0951
Dry Whey	\$0.3293	\$0.4171

DAIRY FUTURES PRICES

SETTLING PRICE *Cash Settled

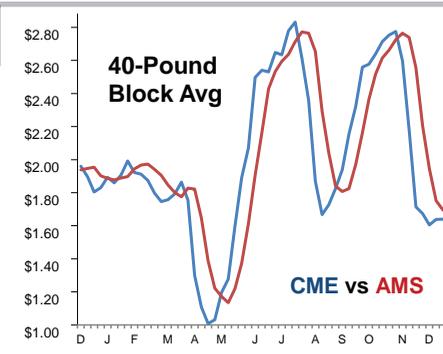
Date	Month	Class III	Class IV	Dry Whey	NDM	Block Cheese	Cheese*	Butter*
12-25	Dec 20	—	—	—	—	—	—	—
12-28	Dec 20	15.70	13.42	42.100	109.325	1.754	1.6390	144.525
12-29	Dec 20	15.76	13.42	42.100	109.325	1.770	1.6470	144.250
12-30	Dec 20	—	—	—	—	—	—	—
12-31	Dec 20	—	—	—	—	—	—	—
12-25	Jan 21	—	—	—	—	—	—	—
12-28	Jan 21	16.42	13.94	44.400	112.025	1.780	1.6940	149.525
12-29	Jan 21	16.26	13.87	44.350	112.175	1.770	1.6790	150.000
12-30	Jan 21	16.06	13.87	44.350	112.250	1.760	1.6660	148.500
12-31	Jan 21	—	—	—	—	—	—	—
12-25	Feb 21	—	—	—	—	—	—	—
12-28	Feb 21	17.73	14.12	44.025	112.750	1.885	1.8300	154.000
12-29	Feb 21	17.93	14.10	44.100	113.200	1.884	1.8480	154.000
12-30	Feb 21	17.91	14.10	44.000	113.100	1.870	1.8500	152.500
12-31	Feb 21	—	—	—	—	—	—	—
12-25	Mar 21	—	—	—	—	—	—	—
12-28	Mar 21	17.63	14.63	44.200	113.650	1.859	1.8200	164.975
12-29	Mar 21	17.77	14.63	44.200	113.900	1.859	1.8280	164.500
12-30	Mar 21	17.79	14.63	44.200	115.000	1.859	1.8400	162.500
12-31	Mar 21	—	—	—	—	—	—	—
12-25	Apr 21	—	—	—	—	—	—	—
12-28	Apr 21	17.45	14.96	44.100	115.250	1.822	1.7900	167.500
12-29	Apr 21	17.49	14.96	44.100	115.625	1.822	1.7980	167.500
12-30	Apr 21	17.54	14.96	44.000	115.625	1.822	1.8100	165.200
12-31	Apr 21	—	—	—	—	—	—	—
12-25	May 21	—	—	—	—	—	—	—
12-28	May 21	17.40	15.34	43.200	116.750	1.818	1.7980	173.425
12-29	May 21	17.45	15.25	43.200	117.000	1.818	1.7980	173.425
12-30	May 21	17.50	15.25	43.200	117.000	1.818	1.7980	171.000
12-31	May 21	—	—	—	—	—	—	—
12-25	June 21	—	—	—	—	—	—	—
12-28	June 21	17.33	15.65	43.100	118.000	1.810	1.7900	175.000
12-29	June 21	17.33	15.48	43.100	117.750	1.810	1.7910	174.500
12-30	June 21	17.33	15.48	43.100	118.500	1.810	1.7920	174.000
12-31	June 21	—	—	—	—	—	—	—
12-25	July 21	—	—	—	—	—	—	—
12-28	July 21	17.41	15.90	43.000	121.000	1.813	1.7810	178.000
12-29	July 21	17.41	15.75	43.000	120.000	1.813	1.8040	178.000
12-30	July 21	17.37	15.75	43.000	120.000	1.813	1.8100	177.500
12-31	July 21	—	—	—	—	—	—	—
12-25	Aug 21	—	—	—	—	—	—	—
12-28	Aug 21	17.41	16.00	43.750	122.350	1.812	1.7910	182.225
12-29	Aug 21	17.41	15.95	43.750	121.500	1.812	1.7980	180.000
12-30	Aug 21	17.39	15.95	43.750	121.100	1.812	1.7980	178.000
12-31	Aug 21	—	—	—	—	—	—	—
12-25	Sept 21	—	—	—	—	—	—	—
12-28	Sept 21	17.60	16.31	43.500	124.800	1.822	1.8100	181.000
12-29	Sept 21	17.59	16.10	43.500	123.500	1.822	1.8100	180.500
12-30	Sept 21	17.56	16.10	43.500	122.750	1.822	1.8070	180.000
12-31	Sept 21	—	—	—	—	—	—	—
12-25	Oct 21	—	—	—	—	—	—	—
12-28	Oct 21	17.32	16.60	43.800	125.475	1.821	1.8000	182.000
12-29	Oct 21	17.33	16.34	43.800	124.475	1.821	1.8000	182.000
12-30	Oct 21	17.32	16.34	43.800	124.475	1.821	1.7990	182.000s
12-31	Oct 21	—	—	—	—	—	—	—
Interest - Dec. 30		18,331	2,419	3,077	5,162	468	20,185	7,325

Class III Milk Price: Yearly Averages Since 2007



DAIRY PRODUCT SALES

December 30, 2020—AMS' National Dairy Products Sales Report. Prices included are provided each week by manufacturers. Prices collected are for the (wholesale) point of sale for natural, unaged Cheddar; boxes of butter meeting USDA standards; Extra Grade edible dry whey; and Extra Grade and USPH Grade A nonfortified NFDM.



Week Ending	Dec. 26	Dec. 19	Dec. 12	Dec. 5
40-Pound Block Cheddar Cheese Prices and Sales				
Weighted Price	Dollars/Pound			
US	1.6641	1.6959	1.7524	1.9448
Sales Volume	Pounds			
US	10,233,547	11,762,574	12,322,993	12,637,476
500-Pound Barrel Cheddar Cheese Prices, Sales & Moisture Content				
Weighted Price	Dollars/Pound			
US	1.5520	1.5317	1.5509	1.6422
Adjusted to 38% Moisture				
US	1.4767	1.4566	1.4773	1.5633
Sales Volume	Pounds			
US	9,727,861	13,979,774	12,209,507	13,458,124
Weighted Moisture Content	Percent			
US	34.84	34.80	34.91	34.87
AA Butter				
Weighted Price	Dollars/Pound			
US	1.4840	1.4777	1.4391	1.3878•
Sales Volume	Pounds			
US	2,810,794	3,148,162	2,549,803	3,857.445•
Extra Grade Dry Whey Prices				
Weighted Price	Dollars/Pounds			
US	0.4198	0.4267•	0.4088•	0.4126
Sales Volume	Pounds			
US	3,275,709	6,031,407	5,585,881	4,425,310
Extra Grade or USPHS Grade A Nonfat Dry Milk				
Average Price	Dollars/Pound			
US	1.1089	1.1045•	1.1011•	1.0770•
Sales Volume	Pounds			
US	13,782,341	18,904,077•	19,813,457•	26,769,793

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DAIRY PRODUCT MARKETS

AS REPORTED BY THE US DEPARTMENT OF AGRICULTURE

WHOLESALE CHEESE MARKETS

NATIONAL - DEC. 25: There is plenty of milk for cheese producers. Spot milk prices ranged from \$8.50 to \$3 under Class in the Midwest. Cheese inventories are being kept in check by some processors. Some idwestern producers relay changing production channels into aging-friendly cheese ahead of potential stock growth. Pizza cheese continues to move well, despite COVID-19 impacts on other foodservice staples.

NORTHEAST - DEC. 30: Milk For the last week of 2020, milk volumes are seasonally ample in the East region. Cheese production is strong. Some operations will be shut down for the holiday. In general, cheese operations are running close to or at production capacity. Manufacturers' cheese supplies are available for spot/contract demands. Spot market activities are light. Foodservice sales are steady to slower. Mozzarella and Provolone cheese orders from restaurants are lower this holiday season. Retail sales are somewhat steady for the near term. Cheese markets display mixed tones.

Wholesale prices, delivered, dollars per/lb:

Cheddar 40-lb blocks: \$2.0775 - \$2.3650 Process 5-lb sliced: \$1.6300 - \$2.1100
Muenster: \$2.0650 - \$2.4150 Swiss Cuts 10-14 lbs: \$3.2975 - \$3.6200

MIDWEST AREA - DEC. 30: The year has been a wild ride in cheese markets. Entering 2021, markets have begun to show some stability, at least in the near term. In some midwestern cheese plants, managers report running full schedules. Some are allotting days off. Regardless, there is ample milk available on the spot market for all producers' needs. Spot prices have already been reported at lower discounts than last week's. Demand notes are mostly unchanged. There are more questions regarding potential governmental bids and foodservice demand moving into the first quarter of 2021. Some contacts are concerned about growing cheese inventories. That said, producers have been prepared for ups and downs in the markets, and many in the region are not overly concerned regarding inventories, at least in the near term.

Wholesale prices delivered, dollars per/lb:

Brick 5# Loaf: \$1.9925 - \$2.4175 Cheddar 40# Block: \$1.7150 - \$2.1150
Monterey Jack 10#: \$1.9675 - \$2.1725 Mozzarella 5-6#: \$1.7925 - \$2.7375
Muenster 5# \$1.9925 - \$2.4175 Process 5# Loaf: \$1.6150 - \$1.9750
Grade A Swiss 6-9#: \$2.8125 - \$2.9300 Blue 5# Loaf: \$2.2600 - \$3.3300

WEST - DEC. 30: Ample milk flows are keeping western cheese facilities busy. Most western cheese makers are running their plants at capacity. Customers are taking regular shipments, but predicting demand has been a moving target throughout the year. Purchase tendencies are somewhat erratic. Retail demand is steady and strong, and foodservice demand has been weak. However, there are exceptions to that rule. **Sales of snack items that would go into bag lunches are weaker than the rest of retail items.** Pizza cheese and process cheese for fast food burgers are stronger than the rest of foodservice items. Cheese inventories are balanced to long.

Wholesale prices delivered, dollars per/lb: Cheddar 10# Cuts: \$1.9525 - \$2.1525
Cheddar 40# Block: \$1.7050 - \$2.1950 Monterey Jack 10#: \$1.9400 - \$2.2150
Process 5# Loaf: \$1.6325 - \$1.8875 Swiss 6-9# Cuts: \$3.1050 - \$3.5350

FOREIGN -TYPE CHEESE - DEC. 30: In Western Europe, COVID-19 restrictions have increased in many countries. Lower foodservice demand has been experienced and is expected to continue in coming weeks. Few manufacturers, buyers or sellers are expected to become more engaged until the new year begins.

Selling prices, delivered, dollars per/lb:	Imported	Domestic
Blue:	\$2.6400 - 5.2300	\$2.0850 - 3.5725
Gorgonzola:	\$3.6900 - 5.7400	\$2.5925 - 3.3100
Parmesan (Italy):	0	\$3.4725 - 5.5625
Romano (Cows Milk):	0	\$3.2750 - 5.4300
Sardo Romano (Argentine):	\$2.8500 - 4.7800	0
Reggianito (Argentine):	\$3.2900 - 4.7800	0
Jarlsberg (Brand):	\$2.9500 - 6.4500	0
Swiss Cuts Switzerland:	0	\$3.3350 - 3.6575
Swiss Cuts Finnish:	\$2.6700 - 2.9300	0

WHOLESALE BUTTER MARKETS - DECEMBER 29

NATIONAL: Nationwide, butter production is very active as more cream volumes becomes available at balancing operations. During this shortened holiday week, churners are challenged to find room for extra cream from suppliers. Print orders appear to be finalized and are not expected to resume until butter customers reexamine their supply situation. Restaurant closings continue to occur and remain a stumbling block for foodservice.

WEST: Western butter makers say they have plenty of cream for the churns. Outside of contracted cream, spot loads are selling at flat multiples. Butter churning is active, and demand is mixed. While retail demand slowed leading into the winter holidays, some contacts report orders have picked up again as retailers restock the shelves. Ingredient sales are a bit iffy and vary widely depending on the finished good. Manufacturers report a few buyers have pushed back on butter orders, **suggesting the winter sales of finished goods did not meet forecasts.** Foodservice accounts also continue to struggle. While restaurant sales were starting to show signs of life a few weeks ago,

tighter restrictions in the efforts to combat COVID-19 have curtailed any further gains in foodservice.

CENTRAL: Central region butter producers who are running active plants report things are generally running as expected on the last week of the year. Some plant managers allotted multiple days off this week, so cream handlers continue to relay snags in finding homes for their cream. Some butter plant managers relayed some positive notes from foodservice customers. Although churning is limited this week due to the holiday, the overall picture is that churning will be strong for the foreseeable future with ample cream availability. Market tones lack certainty.

NORTHEAST: Butter makers are working strong churning schedules through the last week of 2020. Milk/cream supplies are aplenty in the East for operations. In comparison to last week, retail demands are fairly level. Spot market trading activities are lighter, as most orders are complete for the year. Manufacturers' print stocks are outweighed by current bulk supplies. The market undertone is unsettled for the near term.

NATIONAL - CONVENTIONAL DAIRY PRODUCTS

The most advertised dairy item this week is conventional 48- to 64-ounce containers of ice cream. The national average is \$2.92, down 10 cents from last week. Conventional 1-pound butter has an average advertised price of \$3.11, up 13 cents from last week. The price for 1-pound organic butter is \$6.49, resulting in a \$3.38 organic price premium.

The average advertised price for conventional 8-ounce block cheese is \$2.49, up 20 cents from last week. The average price for conventional 8-ounce cheese shreds is \$2.24, down 20 cents from last week. **The most advertised cheese item for the week is conventional 8-ounce block cheese.**

The national average price for conventional Greek yogurt in 4- to 6-ounce containers, the most advertised conventional yogurt container size, is \$1.01. There are no ads for organic 4- to 6-ounce Greek yogurt. The national average price for conventional half-gallon milk is \$2.05. The average advertised price for organic half-gallons is \$3.92, resulting in an organic price premium of \$1.87. Organic half-gallon milk was the most advertised organic dairy item.

RETAIL PRICES - CONVENTIONAL DAIRY - DECEMBER 31

Commodity	US	NE	SE	MID	SC	SW	NW
Butter 1#	3.11	3.18	3.00	2.99	2.99	2.99	NA
Cheese 8 oz block	2.48	2.43	2.68	2.08	3.00	1.99	1.99
Cheese 1# block	4.80	4.63	4.95	NA	NA	NA	3.99
Cheese 2# block	6.27	NA	4.99	NA	6.99	6.99	5.77
Cheese 8 oz shred	2.24	2.21	2.35	1.99	2.76	1.99	1.99
Cheese 1# shred	4.64	3.99	4.95	NA	3.99	NA	3.99
Cottage Cheese	1.97	2.23	1.56	NA	1.51	1.49	1.29
Cream Cheese	2.01	1.74	2.35	1.49	NA	1.65	1.29
Egg Nog quart	2.99	2.99	NA	NA	NA	NA	NA
Egg Nog 1/2 gallon	4.99	4.99	NA	NA	NA	NA	NA
Ice Cream 48-64 oz	2.91	3.05	3.05	3.01	2.81	2.96	2.78
Milk 1/2 gallon	2.05	NA	NA	NA	2.98	1.79	1.99
Milk gallon	3.27	NA	NA	NA	2.96	2.99	1.99
Sour Cream 16 oz	1.93	2.12	2.12	NA	1.99	1.52	1.05
Yogurt (Greek) 4-6 oz	1.01	1.00	1.00	.87	1.06	1.00	.84
Yogurt (Greek) 32 oz	4.12	4.13	5.00	NA	3.93	3.49	2.99
Yogurt 4-6 oz	.51	.61	.50	NA	.44	.47	.39
Yogurt 32 oz	2.21	2.60	2.00	NA	2.65	1.99	NA

US: National **Northeast (NE):** CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT;
Southeast (SE): AL, FL, GA, MD, NC, SC, TN, VA, WV; **Midwest (MID):** IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI; **South Central (SC):** AK, CO, KS, LA, MO, NM, OK, TX; **Southwest (SW):** AZ, CA, NV, UT; **Northwest (NW):** ID, MT, OR, WA, WY

ORGANIC DAIRY - RETAIL OVERVIEW

National Weighted Retail Avg Price:	Yogurt 4-6 oz:	\$1.33
Butter 1 lb:	Yogurt 32 oz:	\$3.66
Cheese 8 oz shred:	Milk 1/2 gallon:	\$3.92
Cheese 8 oz block:	Milk gallon:	NA
Cheese 1 lb block:	UHT Milk 8 oz:	NA
Cream Cheese 8 oz:	Sour Cream 16 oz:	\$2.19
Cottage Cheese 16 oz:	Ice Cream 48-64 oz:	NA

NDM PRODUCTS - DECEMBER 30

NDM - CENTRAL: The last week of the year provided a quiet low/medium heat NDM trading window, quieter than last week. That said, **last week's trading was busier than some expected.** Prices shifted slightly lower on the top of the range, but remained steady elsewhere. Low/medium heat NDM markets have been bolstered by export trading this fall. There are a number of questions regarding what those markets will do in 2021. There is plenty of condensed skim for drying. That said, drying has met some hurdles in light of staffing issues related to COVID-19. Low/medium heat NDM market tones are uncertain moving into Q1 2021. High heat NDM trading was quiet, as prices are unmoved.

NDM - WEST: In the West, low/medium heat NDM prices dipped lower on the top of the price range. Spot trading activities have slowed a bit this holiday week. Export demands are stable for the near term. Low/medium heat NDM production is strong. Manufacturers' inventory levels are mostly available for spot/contract requests. The market undertone is stable. High heat NDM prices are unchanged. A few manufacturers are offering spots.

NDM - EAST: Low/medium heat NDM prices shifted a bit lower on the top of the price range. Trading activities are mostly unchanged. Market conditions display a stable tone. Low/medium heat NDM production schedules are strong. Condensed skim volumes are aplenty in the region. Export demands are healthy for the near term. High heat NDM prices are unchanged. Year-end trading activities are slow. The market is mostly steady.

LACTOSE: Lactose prices are unchanged. Industry contacts note quiet winter holiday trading. Spot market activity has waned as buyers pull back and wait for the turn of the calendar page. Manufacturers are hoping that buyers' appetites for lactose will return following the winter holidays. Lactose production is steady, and inventories vary by manufacturer. Some processors have committed supplies, while others are trying to find homes for extra lactose. Casein activity this holiday shortened week is focused on continuing shipments of casein orders previously contracted. Any year-end buying or selling to adjust book balances or inventories has been completed.

WEEKLY COLD STORAGE HOLDINGS

SELECTED STORAGE CENTERS IN 1,000 POUNDS - INCLUDING GOVERNMENT

DATE	BUTTER	CHEESE
12/28/20	42,741	75,411
12/01/20	47,337	76,140
Change	-4,596	-729
Percent Change	-10	-1

CME CASH PRICES - DEC. 28, 2020 - JAN. 1, 2021

Visit www.cheesereporter.com for daily prices

	500-LB CHEDDAR	40-LB CHEDDAR	AA BUTTER	GRADE A NFDM	DRY WHEY
MONDAY December 28	\$1.4700 (+½)	\$1.6150 (+1¾)	\$1.4925 (-¾)	\$1.1425 (-½)	\$0.4675 (NC)
TUESDAY December 29	\$1.4925 (+2¼)	\$1.6350 (+2)	\$1.4925 (NC)	\$1.1350 (-¾)	\$0.4675 (NC)
WEDNESDAY December 30	\$1.5075 (+1½)	\$1.6400 (+½)	\$1.4475 (-4½)	\$1.1400 (+½)	\$0.4675 (NC)
THURSDAY December 31	\$1.5425 (+3½)	\$1.6500 (+1)	\$1.4200 (-2¾)	\$1.1425 (+¼)	\$0.4625 (-½)
FRIDAY January 1	No Trading	No Trading	No Trading	No Trading	No Trading
Week's AVG \$ Change	\$1.5031 (-0.0263)	\$1.6350 (+0.0106)	\$1.4631 (-0.0482)	\$1.1400 (-0.0813)	\$0.4663 (+0.0019)
Last Week's AVG	\$1.52938	\$1.62438	\$1.51125	\$1.14813	\$0.46438
2020 AVG Same Week	\$1.65188	\$1.89313	\$1.9625	\$1.22875	\$0.31125

MARKET OPINION - CHEESE REPORTER

Cheese Comment: Ten cars of blocks were sold Monday, the last at \$1.6150, which set the price. On Tuesday, 12 cars of blocks were sold, the last at \$1.6350, which set the price. One car of blocks was sold Wednesday at \$1.6400, which raised the price. On Thursday, 10 cars of blocks were sold, the last at \$1.6500, which set the price. The barrel price increased Monday on a sale at \$1.4700, rose Tuesday on a sale at \$1.4925, climbed Wednesday on a sale at \$1.5075, and increased Friday on a sale at \$1.5425. The year-end 40 pound Cheddar block average was \$1.9977 while the 500 pound Cheddar barrel average for 2020 was \$1.7193.

Butter Comment: The price dropped Monday on an uncovered offer at \$1.4925, fell Wednesday on an uncovered offer at \$1.4475, and declined Thursday on an uncovered offer at \$1.4200. A total of 130 carloads of butter were sold at the CME in December 2020. The year end butter price average was \$1.5782. That's the lowest year-end average for butter since 2013.

Nonfat Dry Milk Comment: The price fell Monday on an uncovered offer at \$1.1425, declined Tuesday on a sale at \$1.1350, rose Wednesday on a sale at \$1.1400, and increased Thursday on a sale at \$1.1425.

Dry Whey Comment: The price fell Thursday on a sale at 46.25 cents.

WHEY MARKETS - DEC. 28, 2020 - JAN. 1, 2021

RELEASE DATE - DEC. 29, 2020

Animal Feed Whey—Central: Milk Replacer:	.3200 (NC) – .3800 (NC)
Buttermilk Powder:	
Central & East:	1.0000 (NC) – 1.0400 (NC) West: 1.0000 (+1) – 1.0500 (NC)
Mostly:	1.0150 (+1½) – 1.0250 (NC)
Casein: Rennet:	3.4625 (NC) – 3.4975 (NC) Acid: 3.4550 (NC) – 3.7000 (NC)
Dry Whey—Central (Edible):	
Nonhygroscopic:	.4000 (NC) – .4850 (NC) Mostly: .4200 (NC) – .4500 (NC)
Dry Whey—West (Edible):	
Nonhygroscopic:	.4075 (NC) – .5500 (NC) Mostly: .4250 (+½) – .4900 (NC)
Dry Whey—NorthEast:	.4000 (NC) – .4700 (-½)
Lactose—Central and West:	
Edible:	.3000 (NC) – .6000 (NC) Mostly: .3500 (NC) – .4900 (NC)
Nonfat Dry Milk —Central & East:	
Low/Medium Heat:	1.0900 (NC) – 1.1550 (-½) Mostly: 1.1100 (NC) – 1.1400 (NC)
High Heat:	1.1700 (NC) – 1.3000 (NC)
Nonfat Dry Milk —Western:	
Low/Medium Heat:	1.1000 (NC) – 1.1600 (-¾) Mostly: 1.1100 (NC) – 1.1400 (NC)
High Heat:	1.2000 (NC) – 1.3250 (NC)
Whey Protein Concentrate—Central and West:	
Edible 34% Protein:	.8900 (NC) – 1.0975 (NC) Mostly: .9000 (NC) – .9550 (NC)
Whole Milk—National:	1.4725 (+10¼) – 1.5500 (-10)

Visit www.cheesereporter.com for historical dairy, cheese, butter, and whey prices

HISTORICAL CME AVG BLOCK CHEESE PRICES

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
'09	1.0883	1.2171	1.2455	1.2045	1.1394	1.1353	1.1516	1.3471	1.3294	1.4709	1.5788	1.6503
'10	1.4536	1.4526	1.2976	1.4182	1.4420	1.3961	1.5549	1.6367	1.7374	1.7246	1.4619	1.3807
'11	1.5140	1.9064	1.8125	1.6036	1.6858	2.0995	2.1150	1.9725	1.7561	1.7231	1.8716	1.6170
'12	1.5546	1.4793	1.5193	1.5039	1.5234	1.6313	1.6855	1.8262	1.9245	2.0757	1.9073	1.6619
'13	1.6965	1.6420	1.6240	1.8225	1.8052	1.7140	1.7074	1.7492	1.7956	1.8236	1.8478	1.9431
'14	2.2227	2.1945	2.3554	2.2439	2.0155	2.0237	1.9870	2.1820	2.3499	2.1932	1.9513	1.5938
'15	1.5218	1.5382	\$1.5549	1.5890	1.6308	1.7052	1.6659	1.7111	1.6605	1.6674	1.6175	1.4616
'16	1.4757	1.4744	1.4877	1.4194	1.3174	1.5005	1.6613	1.7826	1.6224	1.6035	1.8775	1.7335
'17	1.6866	1.6199	1.4342	1.4970	1.6264	1.6022	1.6586	1.6852	1.6370	1.7305	1.6590	1.4900
'18	1.4928	1.5157	1.5614	1.6062	1.6397	1.5617	1.5364	1.6341	1.6438	1.5874	1.3951	1.3764
'19	1.4087	1.5589	1.5908	1.6619	1.6799	1.7906	1.8180	1.8791	2.0395	2.0703	1.9664	1.8764
'20	1.9142	1.8343	1.7550	1.1019	1.6704	2.5620	2.6466	1.7730	2.3277	2.7103	2.0521	1.6249

Restaurant Performance Index Declined 0.8% In November; Sales, Traffic Levels Fell

Washington—The National Restaurant Association's Restaurant Performance Index (RPI), a monthly composite index that tracks the health of and outlook for the US restaurant industry, stood at 97.5 in November, down 0.8 percent from October and its lowest level since July.

The RPI is constructed so that the health of the restaurant industry is measured in relation to a neutral level of 100. Index values above 100 indicate that key industry indicators are in a period of expansion, while index values below 100 represent a period of contraction for key industry indicators.

The RPI consists of two components: the Current Situation Index and the Expectations Index. The Current Situation Index, which measures current trends in four industry indicators (same-store sales, traffic labor and capital expenditures), stood at 95.0 in November, down 1.4 percent from October.

Restaurant operators reported significantly softer same-store sales and customer traffic in Novem-

ber. Only 19 percent of operators reported a same-store sales increase between November 2019 and November 2020, down from 30 percent in October and the lowest reading since May.

The vast majority of restaurant operators continued to report negative customer traffic levels in November. Only 10 percent of operators reported an increase in customer traffic between November 2019 and November 2020, down from 16 percent in October.

The Expectations Index, which measures restaurant operators' six-month outlook for four industry indicators (same-store sales, employees, capital expenditures and business conditions), stood at 100.0 in November, down 0.2 percent from October.

Restaurant operators continue to have a mixed outlook for sales in the coming months. Some 40 percent of operators expect their sales volume in six months to be higher than it was during the same period in the previous year, up from 36 percent in October and the highest level since the March survey period.

While their sales outlook is a mixed bag, restaurant operators are more optimistic about the direction of the overall economy. Some 52 percent of operators said they expect economic conditions will improve in six months, up from 33 percent in October.

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