

## Announcing Jersey Value-Added 101 Workshop

*Designed for the Jersey owner asking, "Should I process my own milk?"*

At different times, Jersey owners have contemplated processing their own milk and marketing products direct to consumers. There are a variety of motivations, such as:

- the prospect of earning profits greater than simply selling commodity milk;
- a way to expand the dairy operation without adding more cows or farming more acres;
- capitalizing on the growing consumer interest to "eat local."

Numerous Jersey producers are already processing their own milk, and more are beginning to explore the potential. Given this, at its November 2016 meeting, the NAJ Board directed staff to organize a seminar covering the various aspects of starting an on-farm processing business.

Scheduled for March 29 and 30 near St. Louis, the day-and-a-half forum is designed to be the proverbial "101" introductory level course. Participants will hear from Jersey producers who are successfully processing their own milk and marketing their products, tour a recently constructed on-farm processing facility and learn from industry-leading consultants about the process and approach needed to establish a successful enterprise.

### **Three Will Share Their Stories**

Jersey Value-Added 101 kicks off Wednesday morning, March 29 with the Mapleline Farm story. The farm at Hadley, Mass., has been in John Kokoski's family since 1904. The Jersey herd was established in 1980. In 1995 John diversified the business by selling milk in glass bottles, and then in 2004 built a processing plant on the farm. Today Mapleline milk can be found in stores, coffee shops and restaurants across western Massachusetts and also in the dining halls at the University of Massachusetts-Amherst and other nearby schools.

Mark Gillman will talk about how things are done at Cato Corner Farm, Colchester, Conn., operated with his mother Elizabeth MacCalister. The duo has over 20 years of experience making and marketing award-winning artisan cheese made from Jersey milk. They have developed their own recipes and market unique products bearing names like "Hooligan" that have a huge following in New York City and across New England.

The up-close look at an on-farm processing plant will come at Marcoot Jersey Creamery, located east of St. Louis in Greenville, Ill. The Marcoot Family has owned Jerseys since the mid-1800s. It's been seven years since the seventh generation of the family, Amy and Beth Marcoot, made their first wheel of Jersey milk cheese. They supply cheese to top St. Louis restaurants and also sell direct to consumers at their farm store and online.

### **Planning For Success**

A successful business start-up is built on a process of investigation, analysis and planning. Jersey Value-Added 101 will draw upon the experience and advice of these recognized experts:

**Neville McNaughton**, founder and President of CheezSorce and Sanitary Design Industries, St. Louis, Mo., who has worked in some of the industry's top dairy plants and has judged some of the world's most prestigious cheese competitions.

**James D. Gage**, consultant based in Waterloo, Wis., specializing in value-added dairy and local foods business development who has worked on business and marketing issues with over 250 clients over the last 12 years; and

**Ann Wilkinson, Ph.D.**, of Origin Farms Consulting, Kansas City, Mo., who specializes in business planning and business development, and has extensive experience working with producer owned organizations.

They will pull no punches as they talk about evaluating farm and human resources, consumer demand, what products to make, how to set up a facility, food safety, financing, and product marketing. For a complete list of presentations, visit <http://bit.do/ValueAdded101>.

**If You Want Answers ...**

you will want to attend Jersey Value-Added 101.

**Wednesday, March 29:** 7:00 a.m. - 6:00 p.m., includes breakfast and lunch, bus transportation to Marcoot Jersey Creamery, evening on your own

**Thursday, March 30:** 7:00 a.m. - 12:45 p.m., includes breakfast

Members of National All-Jersey Inc. can register for \$200 per person. The non-member registration fee

is \$300 per person. The fee includes all workshop sessions, materials, tour bus and box lunch, plus breakfast both days.

The workshop will be held at the Ameristar Casino Resort & Conference Center, St. Charles, Mo., situated immediately north of the I-70 bridge in St. Charles. The hotel is near Lambert-St. Louis International Airport, which is served by Southwest, American, Delta, Frontier and United.

A block of hotel rooms has been booked at \$119 per night, plus tax, through March 10 or until the block is used up. Use Offer Code AJCD17A and make reservations online or by calling 855/888-7273.

**The registration deadline is Friday, March 10, 2017.** Space is limited. Register online at <http://bit.do/ValueAdded101> or use form below.

<b>JERSEY VALUE-ADDED 101 WORKSHOP</b> Presented by National All-Jersey Inc. March 29-30, 2017 Ameristar Casino Resort & Conference Center, St. Charles, Missouri	
Email address	
Registration Type	SELECT ONE: <input type="checkbox"/> NAJ Member, \$200 per person <input type="checkbox"/> Non-member, \$300 per person
FIRST NAME	
LAST NAME	
ADDRESS 1	
ADDRESS 2	
CITY	
STATE/PROVINCE	
ZIP (POSTAL CODE)	
DAYTIME PHONE	
Payment Type: Required by March 10.	<input type="checkbox"/> CHECK ENCLOSED payable to National All-Jersey Inc.
<b>NOTE: Registration fee is non-refundable.</b>	<input type="checkbox"/> CHARGE CREDIT CARD. Enter cardholder name, card type, card number, expiration date and security code here:
SIGNATURE	
<b>CLOSING DATE FOR REGISTRATION: FRIDAY, MARCH 10, 2017</b>	
MAIL TO NATIONAL ALL-JERSEY INC., 6486 E. MAIN ST., REYNOLDSBURG, OH 43068-2362	

The NAJ Equity Newsletter is Published for Supporters of and People Interested In Equitable Milk Pricing

<u>DEC '16 STATISTICAL BLEND PRICE</u>		<u>DEC '16 MONTHLY MILK VOLUME</u> (Million #)		<u>DEC '16 JERSEY REGULATED BLEND PRICE</u>	
Northeast (Boston)	\$17.68	Northeast (Boston)	2,268	Northeast (Boston)	\$22.14
Appalachian (Charlotte)	\$19.34	Appalachian (Charlotte)	484	Appalachian (Charlotte)	\$21.98
Southeast (Atlanta)	\$19.78	Southeast (Atlanta)	467	Southeast (Atlanta)	\$22.46
Florida (Tampa)	\$21.64	Florida (Tampa)	235	Florida (Tampa)	\$24.74
Mideast (Cleveland)	\$16.79	Mideast (Cleveland)	1,540	Mideast (Cleveland)	\$20.90
Upper Midwest (Chicago)	\$17.21	Upper Midwest (Chicago)	2,109	Upper Midwest (Chicago)	\$21.62
Central (Kansas City)	\$16.87	Central (Kansas City)	1,052	Central (Kansas City)	\$21.15
Southwest (Dallas)	\$17.65	Southwest (Dallas)	607	Southwest (Dallas)	\$21.84
Arizona (Phoenix)	\$16.80	Arizona (Phoenix)	408	Arizona (Phoenix)	\$20.00
<u>Pacific Northwest (Seattle)</u>	\$16.37	<u>Pacific Northwest (Seattle)</u>	580	<u>Pacific Northwest (Seattle)</u>	\$19.96
<b>ALL FMMO MARKET AVERAGE</b>	<b>\$18.01</b>	<b>ALL FMMO MARKET TOTAL</b>	<b>9,750</b>	<b>ALL FMMO MARKET AVERAGE</b>	<b>\$21.68</b>
California 4b (Cheese Milk)	\$16.59			California 4b (Cheese Milk)	\$21.13
California Overbase	\$15.80			California Overbase	\$20.20
<i>Prices reflect Federal Order minimum blend prices for city shown.</i>		<i>Total Grade A milk volume sold under FMMO during month.</i>		<i>Prices reflect FMMO minimum prices at Jersey component values.</i>	
<u>DEC '16 JERSEY BLEND WITH ESTIMATED PROTEIN OR CHEESE YIELD PREMIUMS</u>		<u>DEC '16 DOLLAR DIFFERENCE: JERSEY MILK WITH PREMIUMS VS. STATISTICAL BLEND PRICE</u>		<u>DEC '16 PERCENT DIFFERENCE: JERSEY MILK WITH PREMIUMS VS. STATISTICAL BLEND PRICE</u>	
Northeast (Boston)	\$22.42	Northeast (Boston)	\$4.74	Northeast (Boston)	26.8%
Appalachian (Charlotte) (includes protein prem.)	\$22.36	Appalachian (Charlotte)	\$3.02	Appalachian (Charlotte)	15.6%
Southeast (Atlanta)	\$22.46	Southeast (Atlanta)	\$2.68	Southeast (Atlanta)	13.5%
Florida (Tampa)	\$24.74	Florida (Tampa)	\$3.10	Florida (Tampa)	14.3%
Mideast (Cleveland) (includes protein premium)	\$21.60	Mideast (Cleveland)	\$4.81	Mideast (Cleveland)	28.6%
Upper Midwest (Chicago) (includes cy premium)	\$21.89	Upper Midwest (Chicago)	\$4.68	Upper Midwest (Chicago)	27.2%
Central (Kansas City)	\$21.15	Central (Kansas City)	\$4.28	Central (Kansas City)	25.4%
Southwest (Dallas)	\$21.84	Southwest (Dallas)	\$4.19	Southwest (Dallas)	23.7%
Arizona (Phoenix) (includes protein)	\$20.38	Arizona (Phoenix)	\$3.58	Arizona (Phoenix)	21.3%
<u>Pacific Northwest (Seattle)</u>	\$19.96	<u>Pacific Northwest (Seattle)</u>	\$3.59	<u>Pacific Northwest (Seattle)</u>	21.9%
<b>ALL FMMO MARKET AVERAGE</b>	<b>\$21.88</b>	<b>ALL FMMO MARKET AVERAGE</b>	<b>\$3.87</b>	<b>ALL FMMO MARKET AVERAGE</b>	<b>21.8%</b>
California 4b (Includes CY Premium)	\$22.57	California 4b (Includes CY Premium)	\$5.97	California 4b (Includes CY Premium)	36.0%
California Overbase	\$21.64	California Overbase	\$5.84	California Overbase	37.0%
<i>Includes a protein premium of \$0.05 for every 0.01% increase in protein over the market average.</i>		<i>Prices reflect difference between Jersey price with premiums, and the statistical blend price.</i>		<i>Percent difference in Jersey price with premiums, over the statistical blend price.</i>	
<u>ESTIMATED JERSEY MILK COMPOSITION</u>	<u>Dec-16</u>	<u>REGULATED MILK PRICES</u>	<u>Dec-16</u>	<u>AVERAGE JERSEY PRICE ADJUSTMENT PER CWT</u>	<u>Dec-16</u>
Butterfat	5.07	FMMO Milkfat	\$ 2.3354	FMMO Milkfat Adjustment	\$2.73
TRUE Protein	3.87	FMMO True Protein	\$ 2.6922	FMMO True Protein Adjustment	\$1.66
Other Solids	5.73	FMMO Other Solids	\$ 0.2063	FMMO Other Solids Adjustment	(\$0.00)
Solids Not Fat (SNF)	9.60	CA 4b (Cheese Milk) Milkfat	\$ 2.3220	CA 4b (Cheese Milk) Milkfat	\$13.23
Cheese Yield (90% Fat Recovery, 38% Moisture)	13.40	CA 4b (Cheese Milk) SNF	\$ 0.9733	CA 4b (Cheese Milk) SNF	(\$3.17)
		CA Overbase Milkfat	\$ 2.2800	CA Overbase Milkfat	\$5.32
CME Block Cheese Price	\$ 1.73	CA Overbase SNF	\$ 0.8990	CA Overbase SNF	\$2.42



# Milk & Component Outlook - 2016 Prices through December

2016 AVERAGE STATISTICAL BLEND PRICE FOR EACH FEDERAL ORDER		2016 MILK VOLUME (Million #)		2016 AVERAGE JERSEY REGULATED BLEND PRICE	
Northeast (Boston)	\$15.89	Northeast (Boston)	27,007	Northeast (Boston)	\$18.67
Appalachian (Charlotte)	\$16.84	Appalachian (Charlotte)	5,595	Appalachian (Charlotte)	\$19.06
Southeast (Atlanta)	\$17.63	Southeast (Atlanta)	5,390	Southeast (Atlanta)	\$19.61
Florida (Tampa)	\$19.23	Florida (Tampa)	2,714	Florida (Tampa)	\$21.70
Mideast (Cleveland)	\$14.98	Mideast (Cleveland)	19,655	Mideast (Cleveland)	\$17.71
Upper Midwest (Chicago)	\$14.69	Upper Midwest (Chicago)	32,817	Upper Midwest (Chicago)	\$17.38
Central (Kansas City)	\$14.79	Central (Kansas City)	15,088	Central (Kansas City)	\$17.61
Southwest (Dallas)	\$15.58	Southwest (Dallas)	12,717	Southwest (Dallas)	\$18.55
Arizona (Phoenix)	\$14.91	Arizona (Phoenix)	4,979	Arizona (Phoenix)	\$17.29
<u>Pacific Northwest (Seattle)</u>	<u>\$14.62</u>	<u>Pacific Northwest (Seattle)</u>	<u>7,883</u>	<u>Pacific Northwest (Seattle)</u>	<u>\$17.02</u>
<b>ALL FMMO MARKET AVERAGE</b>	<b>\$15.92</b>	<b>ALL FMMO MARKET TOTAL</b>	<b>133,846</b>	<b>ALL FMMO MARKET AVERAGE</b>	<b>\$18.46</b>
California 4b (Cheese Milk)	\$13.03			California 4b (Cheese Milk)	\$16.62
California Overbase	\$12.81			California Overbase	\$16.45

Prices reflect Federal Order minimum blend prices for city shown.

Total Grade A milk volume sold under FMMO.

Prices reflect FMMO minimum prices at Jersey component values.

2016 AVERAGE JERSEY BLEND WITH ESTIMATED PROTEIN OR CHEESE YIELD PREMIUMS		2016 AVERAGE DOLLAR DIFFERENCE: JERSEY MILK WITH PREMIUMS VS. STATISTICAL BLEND PRICE		2016 AVERAGE PERCENT DIFFERENCE: JERSEY MILK WITH PREMIUMS VS. STATISTICAL BLEND PRICE	
Northeast (Boston)	\$18.91	Northeast (Boston)	\$3.80	Northeast (Boston)	25.1%
Appalachian (Charlotte) (includes protein prem.)	\$19.40	Appalachian (Charlotte)	\$3.07	Appalachian (Charlotte)	18.8%
Southeast (Atlanta)	\$19.61	Southeast (Atlanta)	\$2.85	Southeast (Atlanta)	17.0%
Florida (Tampa)	\$21.70	Florida (Tampa)	\$3.17	Florida (Tampa)	17.0%
Mideast (Cleveland) (includes protein premium)	\$18.32	Mideast (Cleveland)	\$4.08	Mideast (Cleveland)	28.6%
Upper Midwest (Chicago) (includes cy premium)	\$17.62	Upper Midwest (Chicago)	\$3.73	Upper Midwest (Chicago)	26.9%
Central (Kansas City)	\$17.61	Central (Kansas City)	\$3.51	Central (Kansas City)	24.9%
Southwest (Dallas)	\$18.55	Southwest (Dallas)	\$3.58	Southwest (Dallas)	23.9%
Arizona (Phoenix) (includes protein)	\$17.62	Arizona (Phoenix)	\$3.50	Arizona (Phoenix)	24.8%
<u>Pacific Northwest (Seattle)</u>	<u>\$17.02</u>	<u>Pacific Northwest (Seattle)</u>	<u>\$3.12</u>	<u>Pacific Northwest (Seattle)</u>	<u>22.5%</u>
<b>ALL FMMO MARKET AVERAGE</b>	<b>\$18.64</b>	<b>ALL FMMO MARKET AVERAGE</b>	<b>\$3.44</b>	<b>ALL FMMO MARKET AVERAGE</b>	<b>23.0%</b>
California 4b (Includes CY Premium)	\$17.91	California 4b (Includes CY Premium)	\$4.87	California 4b (Includes CY Premium)	37.4%
California Overbase	\$17.74	California Overbase	\$4.93	California Overbase	38.4%

Includes a protein premium of \$0.05 for every 0.01% increase in protein over the market average.

Prices reflect difference between Jersey price with premiums, and the statistical blend price.

Percent difference in Jersey price with premiums, over the statistical blend price.

ESTIMATED JERSEY MILK COMPOSITION	2016	REGULATED MILK PRICES	2016	AVERAGE JERSEY PRICE ADJUSTMENT PER CWT:	2016
Butterfat	4.90	FMMO Milkfat	\$2.3084	FMMO Milkfat Adjustment	\$2.61
TRUE Protein	3.77	FMMO True Protein	\$2.0955	FMMO True Protein Adjustment	\$1.26
Other Solids	5.73	FMMO Other Solids	\$0.0910	FMMO Other Solids Adjustment	(\$0.00)
Solids Not Fat (SNF)	9.50	CA 4b (Cheese Milk) Milkfat	\$2.2063	CA 4b (Cheese Milk) Milkfat	\$3.10
Cheese Yield (90% Fat Recovery, 38% Moisture)	13.04	CA 4b (Cheese Milk) SNF	\$0.6105	CA 4b (Cheese Milk) SNF	\$0.50
		CA Overbase Milkfat	\$2.2755	CA Overbase Milkfat	\$3.19
		CA Overbase SNF	\$0.5575	CA Overbase SNF	\$0.45