

FREE PPE

Products Include:

- face shields
- gloves
- googles
- N-95 masks

- All dairies can request unlimited PPE, no WUD membership needed.
- PPE ships directly or for off-site pickup; allow one week for processing.

[PLACE PPE ORDER](#)

How dairy families won big at the ballot box in California

By Anja Raudabaugh, WUD CEO | Originally published in Agri-Pulse

The latest assault on the dairy industry—Measure J in Sonoma County—[has been soundly rejected by voters](#). This measure was a blatant attempt by outside interests to eliminate dairy farming in Sonoma County by prohibiting farms and other animal production operations that have been in the county for generations and are vital to the future of the region.

Measure J would have effectively eliminated dairy production in Sonoma County, driving up the cost of food, devastating the local economy, killing thousands of good-paying jobs overnight, and wreaking havoc on county budgets that fund police, fire, and other vital social services. The ballot measure would have also negatively impacted a variety of economic sectors related to the animal agricultural economy, including veterinarians, mechanics, and farm and feed suppliers.

In the midst of this historic defeat, proponents are already threatening to take this fight to other regions of the state. Reflecting on what went right in Sonoma County sets the industry up for similar successful outcomes no matter when and where we come under attack again, whether it be at the ballot box, in the legislature, or anywhere in between.

We've also seen what happens when we don't mount a strategic, coordinated, and well-funded campaign to oppose these types of efforts, such as the overwhelming passage of two farm animal confinement statewide initiatives—Proposition 2 (2008) and Proposition 12 (2018).

Even before Measure J qualified for the ballot, Western United Dairies started to build an opposition campaign that was instrumental in ensuring this measure was not just defeated but crushed. Eventually becoming a new Political Action Committee, Sonoma United was formed by WUD to specifically oppose Measure J.

Continued on Page 3

Weekly Update Delivery Options

Send change of address or request for delivery to WUD by phone or email at: **(209)527-6453**
info@wudairies.com

Struggling with Depression?

Call 1-800-784-2433 any time, 24x7, for a live, trained person to talk with or to find local resources.

LUC: Lecheros Unidos de California

Lecheros Unidos de California Western United Dairies is proud to host LUC, a clearinghouse of resources to assist in all aspects of searching for and hiring employees for your dairy. LUC services are offered in Spanish & English & include Free advertisement of job postings to a wide audience of potential employees Phone call interviews with translation services Access to a pool of pre-screened employees with dairy experience.

For more information, visit: westernuniteddairies.com/lecheros-unidos

Golden State Dairy Management Conference

The University of California Cooperative Extension is pleased to present our third Golden State Dairy Management Conference, to be held November 18, 2024 in Modesto, CA. Our program will feature California topics for California dairies. News California producers can use including concurrent scientific sessions for research updates on crop production, animal health, manure management, and current hot topics. Corey Geiger, the Lead Dairy Economist with CoBank, will be our keynote speaker with a presentation on dairy's bright future.



Early Bird registration ends on November 15th. Please go to <https://ucanr.edu/sites/CA Dairy conference/> to register and for more information.

Train the Trainer Seminar Video

If you missed the Train the Trainer seminar in Tulare, we have a copy of the video and the PowerPoint presentations.

[Watch Seminar](#)

We Want Your Feedback

We created a landing page to collect your questions, concerns, or feedback regarding HPAI, including thoughts on the quarantine process, caseworker interactions, or related issues. We welcome complaints, compliments, frustrations, and inquiries.

[Provide Feedback](#)

New on Seen & Herd: The Power of a Gallon with Anthony Agueda

In this episode of Seen and Herd, Amanda Russell welcomes Anthony Agueda, a passionate advocate for the dairy industry and a third-generation dairy farmer, to discuss his recent efforts in organizing a remarkable milk drive. Anthony shares the inspiring journey of the intercollegiate "Give a Gallon Challenge," a statewide competition among California colleges that aims to fight food insecurity by donating milk to local food banks. This year, Anthony and his team surpassed all expectations, delivering over 3,400 gallons of milk — over 50,000 servings — to nine Central Valley food banks, including the oldest in California, the Central California Food Bank. Tune in to hear about the challenges, the community support, and the impact of this initiative as Anthony continues to bridge the gap between dairy producers and communities in need.

WUD District Director Nomination Forms Due November 25, 2024

The deadline for District Director nomination forms is nearing. The forms are due no later than **Monday, November 25, 2024**. Half plus one of the Western United Dairies board of directors are elected to a 2-year term each year. View the open seats and download the nomination form [here](#).

After nominations close, ballots will be prepared and mailed to all voting members. Election results will be posted on January 8, 2025, and new Directors will be seated on January 16, 2025.

THANK YOU TO OUR CURRENT SPONSORS.

[ADVERTISE WITH US](#)



(continued) How dairy families won big at the ballot box in California

Sonoma United executed a \$500,000 highly targeted and proactive direct voter campaign using a combination of direct mail, digital ads, social media, text messages, and grassroots outreach featuring our members, local business owners, and other coalition partners.

By conducting a poll in early summer to understand the landscape and identify the most impactful and persuasive messages and messengers, we were able to develop meaningful products and micro-target them to the right audiences.

Digging in on the value of the Sonoma United campaign, which protected \$259 million in agricultural production and \$38 million in regional spending, the return on investment comes out to

nearly \$600 of industry market share protected for every \$1 spent by the campaign not to mention the ripple effect Measure J would have had on local food access and production, and the regional economy, specifically other small businesses and good-paying local jobs.

Ultimately, voters in Sonoma County stood with their local dairy farmers and chose to protect their way of life. The strong support for the local agricultural community is no surprise to anyone who has spent time here, but the overwhelming rejection of Measure J points to the strategically executed campaign that reminded voters what was at stake. •

Water Quality Regulations to Change

By Deanne Meyer, Ph.D., Livestock Waste Management Specialist Dept. of Animal Science, UC Davis and UC ANR | Published in CDQAP's November Newsletter

After more than a decade of legal discussions and analyses, the State Water Resources Control Board issued its remand draft Order for the Central Valley Dairy General Waste Discharge Requirements on October 1, 2024. Public comments are due Dec 6, 2024. Included in the document are two eye-catching phrases: "monumental shift in policy" and "fundamental operational changes." The document provides insight into the State Water Resources thought processes.

Who is impacted? Although most of the information and instructions are directed at the Central Valley Regional Board (whom will modify its Dairy Order), "specific components of the regulatory framework" are made precedential, meaning other Regional Boards will need to modify their Dairy Orders to include new directives.

What will change? The draft document focuses on nitrogen management to reduce the adverse impact of nitrate to underlying groundwater. The framework establishes key concepts in land application of manure, waste retention ponds, and provisions for providing alternative water supplies. The attention to nitrogen management will lead to additional reporting requirements likely statewide.

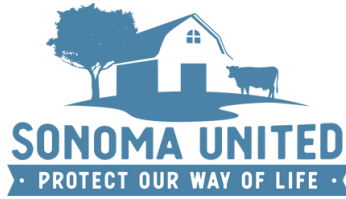
As drafted, those who participate in nitrate management zones will comply with the alternative water supply component through their management zone's plan and others who impact groundwater will need to find a pathway to compliance on alternative water supply.

What comes next? The public review and comment process has begun. The State Water Resources Control Board hosted a workshop October 30 to review the remand. Numerous dairy industry groups, consultants, and University of California Cooperative Extension Advisors and Specialists are working on technical comments. The Environmental Justice groups are expected to comment as well. The State Water Resources Control Board staff will review comments and modify the document where appropriate. A modified document will again be made available to the public for additional comment. This iterative version will be reviewed again or go before the Board for adoption. Once adopted by the State, the Central Valley Regional Water Quality Control Board will roll up their sleeves and work on modifications of the Dairy General Order.

[Read More](#)

A Victory for Dairy, a Model for the Future

Recently, Sonoma County voters made their voices heard loud and clear, rejecting Measure J with a decisive 85% vote.



This measure threatened to end dairy farming in the region, with dire impacts on the local economy, thousands of jobs, and the entire animal agriculture community. Thanks to the determined efforts of Sonoma United—a coalition launched by Western United Dairies (WUD) with dairy farmers, local businesses, and community members—this harmful measure was defeated.

In a \$500,000 proactive campaign, we reached voters directly through mail, digital ads, social media, text messages, and grassroots outreach, safeguarding \$259 million in agricultural production and \$38 million in regional spending, with a return on investment of nearly \$600 for every \$1 spent.

Your Support Keeps Dairy Strong

With threats like Measure J potentially expanding to other counties, Sonoma United is prepared to defend California’s dairy industry. By making a year-end, tax-deductible donation to Sonoma United.

Here’s How You Can Help:

- **Make a Year-End Gift:** [Visit our website](#) to make a tax-deductible donation.
- **Spread the Word:** Share your support for Sonoma United on social media and encourage others to join.

Thank you for standing with us in securing a future for California’s dairy farms. To learn more about our recent victory and Sonoma United’s ongoing efforts, please sonomaunitedvote.org.



Remote Monitoring for Irrigation Efficiency

Learn how remote monitoring optimizes efficient irrigation and plant health maintenance on **December 5th**.

[Register to attend »](#)

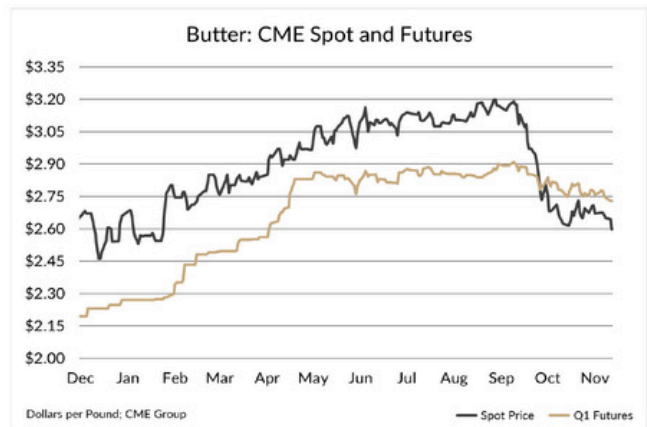
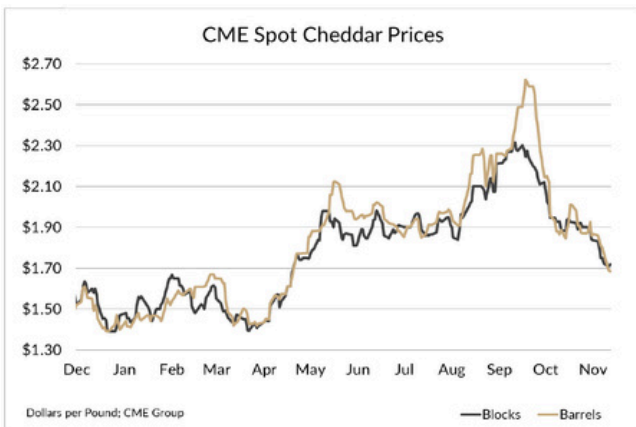
WEEKLY MARKET UPDATE

More cheese production is on the horizon at a time when demand is weakening. That was enough to soften CME cheese markets. Blocks dropped to the low \$1.70s, while barrels tumbled to the \$1.60s and the lowest prices since April.

- With more than enough cream to go around and ample supplies, the butter market dropped lower. Spot prices settled in the upper \$2.50s, slipping below the \$2.60 mark for the first time since January.
- New Zealand milk powder prices continue to rise, with whole milk powder up 5.2% to \$1.73 per pound and skim milk powder up 1.9% to \$1.32 per pound. That’s one factor giving support to the CME nonfat dry milk market, which climbed over \$1.40 per pound for the first time since November 2022.
- Tight supplies and high demand in the high protein space drove the spot dry whey market to \$0.6300 per pound last week, the highest price in more than two years.
- USDA’s *November World Agricultural Supply and Demand Estimates* report was neutral on


corn. While yield estimates dropped more than expected, ending stocks were stable. Soybeans tilted bullish, with yield, stocks and production below predictions.

- Decent demand and a more-bullish-than-anticipated WASDE report gave nearby grain markets a bump. November soybeans climbed back over the \$10-per-bushel mark, while corn rose to the \$4.30s.
- USDA released its Final Decision on changes to the Federal Milk Marketing Orders, making only a few minor adjustments from the Recommended Decision in July. Producers whose milk was pooled in an FMMO in January of this year are eligible to vote in the referendum. Ballots have to be postmarked by December 31 and returned by January 15.



Dairy Revenue Protection Program		
Futures	Milk Price (Floor) Guarantee @ 95%	Premium Per CWT (CA)
January - March 2025		
Class III	\$19.05	\$0.22
Class IV	\$21.30	\$0.21
April - June 2025		
Class III	\$18.70	\$0.35
Class IV	\$21.17	\$0.41
July - September 2025		
Class III	\$18.77	\$0.43
Class IV	\$21.02	\$0.52
October - December 2025		
Class III	\$18.77	\$0.51
Class IV	\$20.74	\$0.60
January - March 2026		
Class III	\$17.61	NA
Class IV	\$16.18	NA

*As of 11/12/24 for 95% coverage, 1.0 Protection Factor



Tiffany LaMendola
209.768.6313

CME Commodity Prices					
	Blocks	Barrels	Butter	NDM	Dry Whey
Nov-06	\$1.7500	\$1.8100	\$2.6750	\$1.3950	\$0.6175
Nov-07	\$1.7500	\$1.8000	\$2.6625	\$1.3850	\$0.6300
Nov-08	\$1.7200	\$1.7675	\$2.6500	\$1.3875	\$0.6300
Nov-11	\$1.7100	\$1.6875	\$2.6450	\$1.4000	\$0.6250
Nov-12	\$1.7175	\$1.6850	\$2.5975	\$1.4000	\$0.6250
Average	\$1.7295	\$1.7500	\$2.6460	\$1.3935	\$0.6255
Weekly Change	-0.0725	-0.1450	-0.0775	0.0050	0.0075

Order 51: Latest Prices					
	Jul	Aug	Sep	Oct	Nov
Class I LA	\$23.41	\$23.62	\$23.90	\$25.47	\$24.83
Class II	\$21.82	\$22.05	\$22.40	\$21.01	
Class III	\$19.79	\$20.66	\$23.34	\$22.85	
Class IV	\$21.31	\$21.58	\$22.29	\$20.90	
PPD	\$1.05	\$2.10	-\$0.89		
Blend: LA*	\$20.84	\$23.60	\$22.45		
Blend: Tulare*	\$20.34	\$23.20	\$21.95		

*Does not include Quota Deduction

USDA Dairy Margin Coverage (per CWT)					
	Month	All Milk	Feed	Margin Estimate	Indemnity Estimate @ 9.50 Margin
2024 Program	Jan-24	\$ 20.10	\$ 11.62	\$ 8.48	\$ 1.02
	Feb-24	\$ 20.60	\$ 11.16	\$ 9.44	\$ 0.06
	Mar-24	\$ 20.70	\$ 11.05	\$ 9.65	\$ -
	Apr-24	\$ 20.50	\$ 10.90	\$ 9.60	\$ -
	May-24	\$ 22.00	\$ 11.48	\$ 10.52	\$ -
	Jun-24	\$ 22.80	\$ 11.14	\$ 11.66	\$ -
	Jul-24	\$ 22.80	\$ 10.47	\$ 12.33	\$ -
	Aug-24	\$ 23.60	\$ 9.88	\$ 13.72	\$ -
	Sep-24	\$ 25.50	\$ 9.93	\$ 15.57	\$ -
	Oct-24	\$ 25.09	\$ 10.09	\$ 15.00	\$ -
	Nov-24	\$ 23.95	\$ 10.15	\$ 13.79	\$ -
	Dec-24	\$ 23.29	\$ 10.23	\$ 13.07	\$ -

Estimates only. As of 11/12/2024 and based on futures markets which can change daily.

