

WESTERN UNITED DAIRIES

WEEKLY UPDATE | NOVEMBER 6, 2024

Sonoma County Says No to Measure J

While the results are just starting to come in, it is clear that Sonoma County voters stood strong and made a resounding statement by overwhelmingly rejecting Measure J. Thank you for your unflagging support throughout the campaign and this shows the power of what we can do when we come together as an industry.

Western United Dairies formed a new Political Action Committee, Sonoma United, to fight Measure J in Sonoma County. In coordination with other "No on J" efforts, we executed a highly targeted 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.

- **Polling:** Conducted initial polling to understand the landscape and identify the most impactful and persuasive messages and messengers for use in guiding development of our direct voter contact specifics and targeting.
- **Direct Mail:** Five mailers highlighting Measure J's impact on the local dairy community were sent to registered voters in approximately 72,000 households between late September and late October.
- **Digital Advertising:** Six-week digital advertising effort targeted at voters in Sonoma County utilizing a combination of social media, display advertisements and pre-roll videos. Specific social media sites include Facebook, Instagram and YouTube, and programmatic display and pre-roll video on Pressdemocrat.com, Sonoma County's local newspaper.
- **Texting Program:** Two text messages sent to an identified target universe of approximately 55,000 phone numbers. Messages included a combination of text, images and video.
- **Community Resources:** Launched a campaign website featuring videos, news, ways to get involved/stay connected and a community toolkit with additional resources, frequently asked questions and fast facts about the campaign.

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](#)

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

PPE Distribution Event in Tulare County - 11/7

Local dairies, creameries, and milk haulers can drive up to receive goggles, face shields, N95 masks, and gloves at this convenient PPE event.

Thursday 11/7 • 9AM-11:30AM

Tulare County Ag Commissioner
4437 S Laspina, Tulare 93274
While Supplies Last

New on Seen & Herd: HPAI 'Train the Trainer' Seminar

This week on Seen & Herd we have the recording from last week's HPAI Train the Trainer seminar in Tulare. For questions about the seminar, please contact Anja at anja@wudairies.com. Presentations can be found [here](#).

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.

CDFA Releases New HPAI Frequently Asked Questions Guide

The California departments of Food & Agriculture, Public Health, Industrial Relations, Cal-OSHA as well as the Labor and Workforce Development Agency and Cal OES are working together to identify and eliminate bird flu in dairy herds, poultry, and domestic and wild animals. The state is also working to minimize any illness in humans by detecting, treating, and investigating possible cases, by implementing preventive measures, and by executing timely public education efforts. This document will be updated as new information becomes available.

[SEE RESOURCE](#)

Notice of Determination related to a Petition received on August 6, 2024 to terminate the Quota Implementation Plan

In support of immediately terminating the Quota Implementation Plan and requesting that CDFA conduct a referendum in accordance with the procedures set forth in California Food & Agriculture Code sections 62716 and 62717 and 62719.

A copy of the Petition to Terminate the QIP #5 submitted by Stop QIP on August 6, 2024 can be viewed on their [website](#).

Finally, please note that the petition and the current referendum to consider amendments to the Plan are separate processes.

See the notice [here](#).

THANK YOU TO OUR CURRENT SPONSORS.

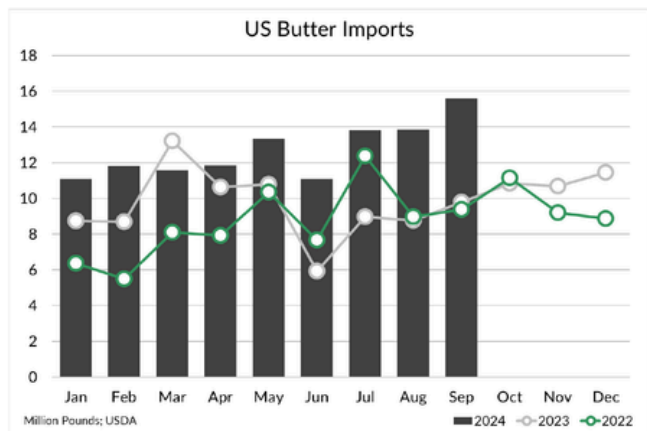
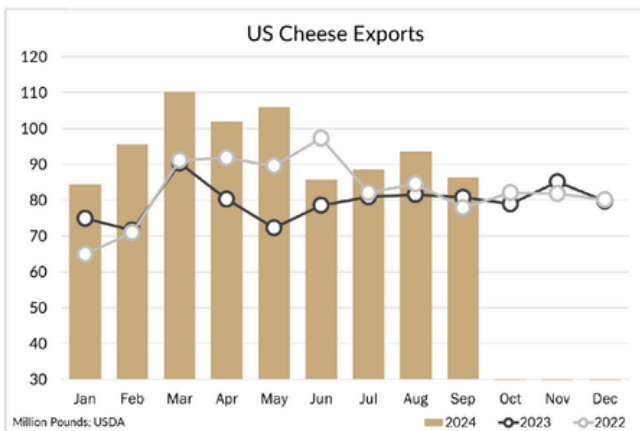
[ADVERTISE WITH US](#)



WEEKLY MARKET UPDATE


US dairy exports were strong in September, with all commodities showing year-over-year gains. Outbound total cheese volumes rose 7% versus 2023, with Mexico’s purchases up 19%. Butter exports leapt 23%, while imports reached an all-time high of 15.9 million pounds.

- CME cheddar markets tumbled lower amid so-so demand and ample US milk flows. Spot blocks fell to the upper \$1.70s, while barrels slipped to the low \$1.80s. On the heels of the spot cheese market declines, 2025 Class III futures have been dropping. Producers who have not secured milk price protection may want to take a look.
- In Chicago, the CME butter market remains quiet amid well-balanced supply and demand. There hasn’t been much news to bump the market very far in either direction, and prices are comfortable in the \$2.60s.
- USDA’s September *Dairy Products* report showed butter output remains well above prior-year levels. Production dipped slightly on the month at a time of year when output usually increases, but the difference from average was negligible.
- Cheese production remained relatively tight, largely unchanged on the year, but down more than average on a month-to-month basis.
- Milk powder output ticked up on the month and was down only slightly versus 2023.
- All commodity prices jumped higher at this week’s GlobalDairyTrade auction as volumes declined. Skim milk powder rose 3.8% to \$1.29 per pound, while whole milk powder advanced 4.5% to \$1.68 per pound.
- The jump in GDT prices and decent export data gave the CME nonfat dry milk market a little spark, pushing it closer to the \$1.40-per-pound mark.
- US corn and soybean harvests are nearing completion, at 91% and 94%, respectively.



Dairy Revenue Protection Program		
Futures	Milk Price (Floor) Guarantee @ 95%	Premium Per CWT (CA)
January - March 2025		
Class III	\$19.31	\$18.34
Class IV	\$21.24	\$20.18
April - June 2025		
Class III	\$19.17	\$18.21
Class IV	\$21.40	\$20.33
July - September 2025		
Class III	\$19.24	\$18.27
Class IV	\$21.28	\$20.22
October - December 2025		
Class III	\$19.29	\$18.32
Class IV	\$21.18	\$20.12
January - March 2026		
Class III	\$17.61	\$16.73
Class IV	\$16.18	\$15.37

*As of 11/05/24 for 95% coverage, 1.0 Protection Factor



Tiffany LaMendola
209.768.6313

CME Commodity Prices					
	Blocks	Barrels	Butter	NDM	Dry Whey
Oct-30	\$1.8900	\$1.9250	\$2.7050	\$1.3850	\$0.6050
Oct-31	\$1.8400	\$1.8600	\$2.7075	\$1.3775	\$0.6050
Nov-01	\$1.8375	\$1.8675	\$2.6700	\$1.3775	\$0.6050
Nov-04	\$1.8300	\$1.8600	\$2.6750	\$1.3775	\$0.6050
Nov-05	\$1.7900	\$1.8300	\$2.6750	\$1.3950	\$0.6175
Average	\$1.8375	\$1.8685	\$2.6865	\$1.3825	\$0.6075
Weekly Change	-0.1050	-0.0600	-0.0150	0.0075	0.0125

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		
Class III	\$19.79	\$20.66	\$23.34		
Class IV	\$21.31	\$21.58	\$22.29		
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	\$ 10.03	\$ 15.06	\$ -
	Nov-24	\$ 24.05	\$ 10.03	\$ 14.02	\$ -
	Dec-24	\$ 23.62	\$ 10.04	\$ 13.58	\$ -

Estimates only. As of 11/5/2024 and based on futures markets which can change daily.

