

## **History**

- There are fewer buyers than sellers
- Farmers are producing more milk than needed for Class I demand in most markets
- Class I differentials generally mirror a free market
  - They are higher in deficit areas



## What's so Wrong?

- Declining Class I sales
  - 3 CAGR: -1.1%
- Are Federal Orders to blame?
- Would a 30 cent per gallon reduction bring Class I consumption back?
  - September 2011- February 2012 Class I price declined 41 cents per gallon
  - Yet, consumption is still down



Lets not blame <u>all</u> our problems on Federal Orders



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All they really do is assure fair terms of trade and translate a storable commodity value into a milk price



We should consider change



## **Thinking Outside The Box**

- Competitive pricing for cheese milk?
- Auction?
  - Advanced pricing on everything except Class IV?
- A casein class?
- Speed up the price signal?
- Fewer orders?



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