PUTTING KNOWLEDGE TO WORK (AND PLAY)

TRIVIA EVENT

Thursday
Dec. 5 2019
5-9 p.m.

TICKETS: $25 Per person

SILENT AUCTION

Steuben Co. Office Bldg. Annex, 20 E. Morris St., Bath, NY

Dinner provided by Annie's Restaurant

Trivia led by Bulldog Sounds DJ Services

TEAMS OF UP TO 6 PERSONS

You're Invited

Our Evening Program:

5:00-5:30 p.m.
Hors' doerves/Silent Auction

5:30-6:30 p.m.
Autumn Harvest Dinner

6:30-7:00 p.m.
Annual Business Meeting & Awards

7:00 - 8:30 p.m.
Trivia Program

8:30 - 9:00 p.m.
Auction Results

TICKETS: BIT.LY/ANNUALCEDINNER19 or CALL 607-664-2300
REGISTER YOUR TEAM: BIT.LY/CCETRIVIA

This fundraiser benefits our four program areas in Steuben County.
ALBANY — Governor Andrew M. Cuomo recently announced that RealEats America is the $1 million winner of the first year of the groundbreaking New York food and agriculture challenge known as Grow-NY. Based out of Geneva, New York, RealEats was chosen following a two-day summit in Rochester during which the 17 selected finalists pitched their businesses to a live audience and panel of experienced judges for their share the prize money. The Grow-NY competition is focused on growing an enduring food and agriculture innovation cluster in Central New York, the Finger Lakes, and the Southern Tier regions of New York State. The competition, which will run for three rounds, offers a total of $3 million in funding to innovative, high-growth startups from across the globe focused on the food and agriculture industry. Funding for the Grow-NY competition is being provided through the Upstate Revitalization Initiatives connected with the three regions— CNY Rising, Finger Lakes Forward, and Southern Tier Soaring. Cornell University is administering the competition through its Center for Regional Economic Advancement. Grow-NY winners must commit to operating in the Central New York, Finger Lakes, or Southern Tier regions for at least one year.

“I want to congratulate RealEats as the first recipient of the Grow-NY Competition,” Governor Cuomo said. “This targeted investment not only helps these dynamic companies establish themselves in New York State, but supports New York’s regional agricultural economy. RealEats represents the initiatives that will create a lasting economic impact on New York’s agribusiness.”

“The agricultural economy in New York continues to grow with increased investment in our farms and local products,” Lieutenant Governor Kathy Hochul said. “The first round of the Grow-NY Competition has been a success, and we are excited about the potential that these entrepreneurs have to make the industry even stronger. These companies are developing ideas and plans to revolutionize the industry by transforming sustainability and improving the health and well-being of New Yorkers. I congratulate all of the finalists and winners of the competition, and we look forward to helping these innovative companies grow and thrive in New York.”

Nearly 200 food and agriculture startups from...
Nearly 900 startups, companies, investors, resource providers, researchers, entrepreneurs, farmers, and students attended the two-day event which, in addition to the pitch competition, included an exhibition hall with over 70 food and agricultural exhibitors from New York State and a symposium with a series of panels that tackled some of the biggest opportunities and challenges facing the food and agriculture industry today.

The Northeast Sustainable Agriculture Research and Education (SARE) Program has released the call for applications for 2020 Farmer Grant projects. Proposals are due online by Tuesday, December 3, 2019 at 5 p.m. E.T. Funded projects will be announced and may begin in late February 2020.

Farmer Grants provide research funds for commercial farms to explore new ideas in almost any aspect of production, marketing and other topics that influence successful farming in the 12 Northeast states and D.C. Reviewers look for innovation, potential for improved sustainability and results that will be useful to other farmers.

Application materials, including detailed instructions and supporting documents, are posted on the Northeast SARE website at www.northeastsare.org/FarmerGrant. Questions about the grant program should be directed to carol.delaney@uvm.edu.

Northeast SARE hosted a Farmer Grant webinar on Oct. 23 that is currently online for viewing. Carol Delaney, grant program coordinator, provided information on program
eligibility, how to apply, types of projects SARE funds, allowable expenses and more. She was joined by Farmer Grant recipient Jordan Kramer of Winnegance Oyster Farm in Portland, Maine who shared his experiences with the program.

Farmer Grant projects must be conducted in Connecticut, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia or Washington, D.C. Awards are capped at $15,000 and projects may address the wide range of issues that affect farming in the Northeast. To search topics that SARE has previously funded, please access the national database of projects at projects.sare.org/search-projects

Applicants must work with a technical advisor—typically a Cooperative Extension educator, Natural Resources Conservation Service staff, nonprofit organization employee, private crop consultant, veterinarian or other service provider—who provides support and advice to the farmer applicant.

Northeast SARE, which is funded by the U.S. Department of Agriculture’s National Institute of Food and Agriculture, offers competitive grants and sustainable agriculture education. The program is housed at the University of Vermont Extension.

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**Gardeners and Horticulture Enthusiasts**

Creation of a new American Rose Society Chapter!

There are many gardeners who grow roses or would like to grow roses in the Finger Lakes and Southern Tier who would be greatly served by having a local chapter. A local club would provide opportunities for meeting gardeners throughout our region, learning about growing roses, and visiting private and public gardens featuring roses.

There are local chapters of the American Rose Society in western NY (Towanda and Rochester), northern NY (Versailles), central NY (Syracuse) and downstate (Manhattan, Long Island and Southampton), but none in the Finger Lakes or Southern Tier.

I propose the formation of a local chapter that meets quarterly (initially) and has rotating locations for club meetings to ensure greater proximity to potential members.

The counties in our region could include: Broome, Chemung, Schuyler, Seneca, Steuben, Tioga and Tompkins.

If you are interested, please contact me. It would be great to have our first meeting sometime this winter. Lee Ginenthal

Der Rosenmeister Nursery
derrosenmeister@gmail.com

607-351-1336

--Northeast Sustainable Agriculture Research and Education (SARE) Program
Projects will support outreach to better connect farmers to landowners, support planning

Commissioner Ball said, “We’re pleased to announce the opportunity for our land trusts and for our municipalities and counties to partner with us as we work to protect New York’s valuable farmland for future generations. New York State has provided unprecedented support for farmland preservation over the last several years and these funding programs will help us build on those efforts.” (U.S. Department of Agriculture, Public Domain)

ALBANY — State Agriculture Commissioner Richard Ball today announced $1.1 million in funding is available through two programs to advance farmland protection actions across New York State. The Land Trust Grants program supports outreach efforts to better connect farmers to landowners and the Farmland Protection Planning Grants program encourages agricultural planning at the local level.

Commissioner Ball said, “We’re pleased to announce the opportunity for our land trusts and for our municipalities and counties to partner with us as we work to protect New York’s valuable farmland for future generations. New York State has provided unprecedented support for farmland preservation over the last several years and these funding programs will help us build on those efforts.”

The Land Trust Grants program
To further farmland protection actions across New York State, $500,000 is available to eligible land trusts to advance farmland protection strategies identified by counties and municipalities throughout the state. The funding is being provided through the third round of the Land Trust Grants program, which was first announced in the Governor’s 2017 State of the State address.

The Land Trust Grants program provides competitive grants of up to $50,000 to land trusts to help develop local inventories of viable farmland and inform landowners of opportunities to protect their properties from conversion to non-farm uses. It will also help expand outreach efforts to better connect willing landowners with farmers interested in leasing or buying their properties for agricultural production.

Applications may apply through Grants Gateway until February 21, 2020 at 4 p.m. More details on eligibility and the application process are available at https://www.agriculture.ny.gov/RFPS.html. For questions, contact Jeff Kehoe at jeffrey.kehoe@agriculture.ny.gov.

Farmland Protection Planning Efforts
The Department is also making available $600,000 to municipalities and counties who submit proposals for an Agriculture and Farmland Protection Plan. Counties and municipalities can apply for funding to create or update local planning documents, including, but not limited to, the agricultural sections of comprehensive plans, land use regulations, and zoning ordinances.

Applications will be accepted through the Grants Gateway on a rolling basis until funds are exhausted.

New York State has one of the most robust farmland protection programs in the country. In 2018, the State announced a record-breaking $35 million was awarded through the Farmland Protection Implementation Grant program to 40 farms across 19 counties to protect 13,000 acres of agricultural land throughout New York State. In 2019, the State’s Farmland Protection Implementation Grant Program (FPIG) reached a significant milestone: preserving more than 75,000 acres of New York farmland through completed conservation easement projects on nearly 300 farms. Since Governor Cuomo took office, the State has committed historic funding – $83 million – to farmland preservation.

The State also launched the Farmland Protection Dairy Transitions Program, which helps dairy farms diversify their operations or transition their farms to the next generation,
while ensuring the land forever remains reserved for agricultural purposes. Since early 2018, New York State has awarded an additional $30.7 million to dairy farms, protecting 15,102 acres. In September 2019, the Department launched a second round of the program for $30 million.

In addition, the Department has developed several other farmland protection and farmland protection planning programs to help applicants cover costs associated with obtaining and administering an Option Agreement Project, and to cover transaction costs associated with donated agricultural conservation easements.

–NYS Department of Agriculture and Markets

**Beginning Producer Benefits for Crop Insurance**

**Stephen Hadcock**, Beginning Farmer & Market Developer Educator, Capital Area Agriculture and Horticulture Program

A qualifying beginning producer can potentially receive four benefits in the crop insurance program. These benefits are designed to help start your operation. First, a qualifying beginning producer will receive an exemption from paying the administrative fee for catastrophic (CAT) coverage and additional coverage. To learn more about the criteria necessary to qualify as a beginning farmer or rancher and other benefit details, see: [https://www.rma.usda.gov/en/Topics/Beginning-Farmers](https://www.rma.usda.gov/en/Topics/Beginning-Farmers).

Second, a qualifying beginning producer can receive an additional 10 percentage points of premium subsidy for additional coverage policies with a subsidy premium. Some policies do not have premium subsidy, in which case the beginning farmer would not qualify for the additional premium subsidy.

Third, a qualifying beginning producer can utilize the actual production history (APH) of a farming operation that producer was previously involved in. To qualify for this option, the beginning producer would have previously been involved in the decision making or physical activities necessary to produce the crop or livestock on the farm.

Fourth, a qualifying beginning producer may utilize 80 percent of an applicable T-yield, instead of the normal 60 percent, as a substitute Yield Adjustment. A qualifying beginning producer will only receive the benefits of the 80 percent of the applicable T-yield till no longer qualifying for the beginning farmer benefits. When the beginning producer is no longer eligible, then the replacement yield will become 60 percent of the T-yield. A t-yield is typically the estimated county yield and is based on yields reported to RMA. It is used by producers who cannot provide the minimum 4 years of actual yield data necessary to establish an APH.

To learn more about the crop insurance in New York State, please visit: [agriskmanagement.cornell.edu](https://agriskmanagement.cornell.edu).

Cornell University delivers crop insurance education in New York State in partnership with the USDA, Risk Management Agency. This material is funded in partnership by USDA, Risk Management Agency, under award number RM18RMETS524C018.

Diversity and Inclusion are a part of Cornell University's heritage. We are an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities.
Are U.S. Riesling Wines Correctly Priced Given Their Tasting Scores?

Harold Fried, Emeritus, Economics Department, Union College, and
Loren Tauer, Dyson School and Applied Economics and Management, Cornell University
Do U.S. wineries correctly price their Riesling wines based upon quality as captured by the wine's tasting score? Wineries set release prices before wines are tasted and scored. That presents an opportunity to investigate the relationship between tasting scores and wine release prices. Our research indicates that the release price is not based upon the tasting score alone. The wine region is also a determination of the release price. The conclusion is that on average wineries correctly price their Riesling wines given the future tasting score plus any location premiums or discounts.

This research was recently published in the *Journal of Wine Economics* and earlier presented at the 2018 annual meeting of the American Association of Wine Economists, which was held in Ithaca, New York. Since Ithaca is in the New York Finger Lakes Region we decided to look at the pricing of Rieslings wines, the signature wine of the Finger Lakes.

We used the release prices of U.S. Riesling wines over the vintage years of 2000 through 2006, which were tasted and scored by *Wine Spectator*. Ice wines, mostly in 375 ml bottles, and wine in 1.5-liter bottles were both deleted from the data. The data consists of the complete name of the wine, vintage year, release price, viticulture area, and the tasting score as determined by the *Wine Spectators* tasting panel for Riesling wines from across the United States.

Table 1 contains a summary of the data by year. There are 1,922 observations from 792 wineries. The number of wines evaluated increases by year, with a peak number of 206 U.S. Rieslings evaluated in the year 2011. The tasting scores for these Rieslings averages 82 the first year of 2000 and increases to 89 by the last year of 2016. Our interpretation is that U.S. Rieslings have improved over this 17-year period as reflected by an increase in the score over time, and that the panel's tasting scores did not otherwise inflate over time. It is obvious, however, that the average price of these U.S. Rieslings has increased over time, from an average nominal price of $11.20 in year 2000 to $19.06 by year 2016. Therefore all prices were adjusted for inflation to 2016 values, using the U.S. CPI for all beverages and food.

<table>
<thead>
<tr>
<th>Vintage Year</th>
<th>Number of Wines</th>
<th>Average Score (min, max)</th>
<th>Average Price (min, max)</th>
<th>Average Real Price (2016 base)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>54</td>
<td>82 (72, 91)</td>
<td>11.20 (6, 24)</td>
<td>16.48</td>
</tr>
<tr>
<td>2001</td>
<td>57</td>
<td>84 (76, 90)</td>
<td>11.25 (6, 20)</td>
<td>16.05</td>
</tr>
<tr>
<td>2002</td>
<td>55</td>
<td>84 (77, 91)</td>
<td>12.44 (6, 30)</td>
<td>17.42</td>
</tr>
<tr>
<td>2003</td>
<td>50</td>
<td>84 (77, 91)</td>
<td>12.98 (7, 25)</td>
<td>17.81</td>
</tr>
<tr>
<td>2004</td>
<td>50</td>
<td>85 (79, 89)</td>
<td>14.16 (7, 30)</td>
<td>18.80</td>
</tr>
<tr>
<td>2005</td>
<td>69</td>
<td>85 (74, 90)</td>
<td>15.59 (7, 30)</td>
<td>20.20</td>
</tr>
<tr>
<td>2006</td>
<td>127</td>
<td>85 (74, 91)</td>
<td>16.11 (8, 59)</td>
<td>20.40</td>
</tr>
<tr>
<td>2007</td>
<td>146</td>
<td>85 (68, 91)</td>
<td>16.49 (8, 39)</td>
<td>20.09</td>
</tr>
<tr>
<td>2008</td>
<td>157</td>
<td>86 (76, 92)</td>
<td>16.41 (8, 39)</td>
<td>18.98</td>
</tr>
<tr>
<td>2009</td>
<td>146</td>
<td>87 (72, 92)</td>
<td>16.91 (8, 39)</td>
<td>19.20</td>
</tr>
<tr>
<td>2010</td>
<td>156</td>
<td>87 (79, 92)</td>
<td>17.68 (8, 40)</td>
<td>19.91</td>
</tr>
<tr>
<td>2011</td>
<td>206</td>
<td>86 (75, 91)</td>
<td>18.22 (8, 59)</td>
<td>19.80</td>
</tr>
<tr>
<td>2012</td>
<td>211</td>
<td>87 (80, 92)</td>
<td>18.82 (8, 50)</td>
<td>19.95</td>
</tr>
<tr>
<td>2013</td>
<td>149</td>
<td>87 (77, 91)</td>
<td>18.79 (10, 39)</td>
<td>19.63</td>
</tr>
<tr>
<td>2014</td>
<td>161</td>
<td>88 (78, 93)</td>
<td>19.00 (8, 39)</td>
<td>19.42</td>
</tr>
<tr>
<td>2015</td>
<td>111</td>
<td>88 (79, 92)</td>
<td>18.80 (8, 40)</td>
<td>18.87</td>
</tr>
<tr>
<td>2016</td>
<td>17</td>
<td>89 (86, 92)</td>
<td>19.06 (9, 30)</td>
<td>19.06</td>
</tr>
</tbody>
</table>

The distribution of U.S. Riesling tasting scores over the years 2000 through 2016 is shown in Figure 1. That figure shows that the bulk of U.S. Riesling wines receive scores from 85 to 90, with a subset of Riesling wines breaking the 90-rating barrier, but with some wines ranking lower than 80.

Figure 1. Distribution of U.S. Riesling Wine Tasting Scores, 2000-2016
Table 2 shows the number of Rieslings in the data by state, with the average price per bottle and the average tasting scores, with the Finger Lakes separated from the rest of New York state. Many of the Rieslings are from the Finger Lakes, followed by the state of Washington. Oregon Riesling wines receive the highest average tasting score, and also command the highest average price. However, averages mask individual wine tasting scores and prices. Specifically, we sought answers to the following three questions: (1) Is the tasting score consistent with the release price of Riesling wines? (2) What is the influence of prestige as determined by winery regional location, on Riesling wine prices? (3) Do economies of scale influence Riesling wine prices? To answer these questions, we regressed the release price on tasting score, and then also location and cases produced, allowing for errors in overpricing or underpricing.

Table 2. Riesling Wine Numbers, Prices (Nominal), and Tasting Scores by State, Years 2000 through 2016

<table>
<thead>
<tr>
<th>State</th>
<th>Number of Wines</th>
<th>Average Price</th>
<th>Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>138</td>
<td>16.06</td>
<td>84.13</td>
</tr>
<tr>
<td>Washington</td>
<td>459</td>
<td>14.03</td>
<td>87.17</td>
</tr>
<tr>
<td>Oregon</td>
<td>153</td>
<td>20.86</td>
<td>87.88</td>
</tr>
<tr>
<td>NY Finger Lakes</td>
<td>874</td>
<td>17.85</td>
<td>86.33</td>
</tr>
<tr>
<td>Other New York</td>
<td>205</td>
<td>19.00</td>
<td>85.49</td>
</tr>
<tr>
<td>Other States</td>
<td>93</td>
<td>13.54</td>
<td>81.41</td>
</tr>
</tbody>
</table>

The Riesling wines are underpriced on average by 19% and overpriced on average by 20% using only the tasting score as the explanatory variable. Although very few wines are substantially under or overpriced, one wine was underpriced by 171% and another wine was overpriced by 285%.

To answer our second question, we included the region of the wine into the pricing equation and found that there was no underpricing and that overpricing was only 1 percent on average, with one wine only 4 percent overpriced. This is evidence that wineries use not only the expected tasting score in deciding a release price, but that they also use the pricing premiums or discounts for their region. In other words, they know how their winery neighbors are pricing their wines and use that information in determining the release price given the expected tasting scores.

Finally, the answer to the third question is that wineries with high production volume do price their wines lower. A possible explanation is that larger wineries set the release price lower given the expected tasting score and their region as a form of insurance against an inventory of unsold wine. They might also be able to set a lower price due to a lower cost of production attributable to volume. However, the median number of cases produced by the wineries is 794, and 75 percent of the wineries produced 3,800 cases or less, so this estimate must be interpreted with caution.
Butter: In the East and West regions, bulk/print butter prices are steady to higher this week from some producers. Holiday buyer needs are firming up ahead of the upcoming year-end holiday buyer needs. Strong cream pulls from sour cream, ice cream, and cream cheese processors are limiting cream availability in some regions, consequently, some butter makers are using micro-fining as a print butter production alternative.

Cheese: Cheese industry contacts are viewing $2+ prices as a potential antidote. Additionally, holiday gift packages are reflecting limited spot availability again this year. Strong cream pulls from sour cream, ice cream, and cream cheese processors are limiting cream availability in some regions, consequently, some butter makers are using micro-fining as a print butter production alternative.

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The milk production forecast for 2019 has been raised due to higher expected cow numbers and milk per cow. With higher yield per cow expected to carry into next year, the milk production forecast for 2020 has also been raised. With additional tariffs to be assessed on imports of some products from the European Union, import forecasts for 2020 have been lowered on both the milk-fat and skim-solids milk-equivalent bases. Export forecasts for 2020 have been lowered on a milk-fat basis but raised on a skim-solids basis. The all-milk price forecast for 2019 is $18.40 per hundredweight (cwt), 5 cents higher than last month’s forecast. For 2020, the all-milk price forecast is $18.85 per cwt, unchanged from last month.

Based on recent data for milk cow numbers and dairy cow slaughter, milk cows for the third quarter are expected to number 9.320 million head, 5,000 higher than forecast last month. Milk per cow for the third quarter is expected to be 5,805 pounds, an increase of 15 pounds from the last forecast based on recent data.

Annual import forecasts for 2019 on both the milk-fat and skim-solids bases are unchanged from last month’s forecast. Greater demands for butter and butterfat products are expected to be relatively strong for the remainder of the year, and importers may have increased imports from the EU before the tariffs go into effect on October 18.

With the higher cheese price forecast more than offsetting the lower dry whey forecast, the Class III price forecast for the fourth quarter of 2019 has been raised to $17.95 per hundredweight (cwt), 35 cents higher than last month’s forecast. The increase in the NDM price forecast outweighs the decrease in the butter price forecast, resulting in a fourth-quarter Class IV forecast of $16.10 per cwt, 5 cents higher than last month’s forecast. The all-milk price for the third quarter is expected to be $19.00 per cwt, unchanged from last month’s forecast. For the fourth quarter, the all-milk price forecast has been increased by 20 cents to $19.60 per cwt. For the year, the all-milk forecast is $18.40 per cwt, 5 cents higher than last month’s projection.

The forecast for the size of the milking herd in 2020 is unchanged from last month’s forecast at 9.340 million head. Milk yield per cow for the year is now forecast at 23,725 pounds, an increase of 35 pounds from the last forecast, as more rapid yield growth in late 2019 should carry over into 2020. Due to the higher milk per cow forecast, the milk production forecast for 2020 has been raised by 0.4 billion pounds to 221.6 billion.

Due to the expected impact of new tariffs on imports of some dairy products from the EU, the import forecasts for 2020 have been lowered to 6.5 billion pounds on a milk-fat basis (-0.4 billion) and to 5.5 billion pounds on a skim-solids basis (-0.1 billion). The forecast for 2020 exports on a milk-fat basis has been lowered by 0.3 billion pounds to 9.3 billion due to lower expected cheese exports. Higher exports of NDM/SMP are expected due to strong global demand and U.S. price competitiveness. Lactose exports to China are expected to increase as China takes steps to offset the impacts of African Swine Fever. With higher expected exports of NDM/SMP and lactose more than offsetting lower expected exports of cheese, the forecast for 2020 exports on a skim-solids basis has been raised to 43.0 billion pounds, 0.4 billion higher than last month’s forecast.

With higher expected cheese prices for the fourth quarter of 2019 carrying over into 2020 and lower expected imports, the cheese price forecast for 2020 has been raised 1.5 cents to $1.790 per pound for the year. The dry whey price forecast for 2020 is unchanged at $0.375. With stronger expected global demand for NDM/SMP, the NDM price forecast has been raised half a cent to $1.040 per pound. The butter price forecast for the year is 2.5 cents lower than last month’s, at $2.20 per pound, as lower price levels in late 2019 should carry over into 2020.

Butter AA

20 East Morris Street
Bath, NY 14810
COMING EVENTS

December 5-CCE Steuben Annual Meeting, 20 E. Morris St., Bath, NY. See front page for details.

January 3-4, 2020-Mid-Winter Maple Classic, New York State Fair Horticulture Building, Syracuse, NY. See full page ad in this publication for more details.

FOR LEASE/RENT

6+ acres for lease for organic cultivation. Must have ag exemption. Call 607 483-8758 between 10:30 AM and 5:00 PM, M – F.

Available For Rent: Steuben County SWCD has an Esch 10' No-Till Drill for rent. Rates are $12-$25/acre based on number of acres planted. Delivery/pickup available. Please call (607)776-7398 ext.3 for more information.

Seeking conservation minded individual with interests in permaculture to rent 3-4 acre, gentle grade, southern exposure field for agricultural production in Steuben County, NY. Acceptable practices include organic vegetable production, small scale poultry, and organic greenhouse or high tunnel production. Other considerations will be determined by owner. Improved, uncultivated ground will require proper preparation for success. Currently no housing available on the property, but can be discussed with owner in the future. Contact CCE Steuben at 607-664-2574 for further information.

Attention Cattle Farmers: I have pasture/farmland for rent, 40-50 acres, reasonable rate. Located in Steuben County on State Rt. 63. Contact Marian Crawford at 585-728-5303.