

Dairy 101

Mike McCully has been conducting Dairy 101 training for nearly 20 years and utilizes a wealth of knowledge and experience to provide a comprehensive introduction to the dairy industry. The training is divided into 6 modules. A full day of training can cover all 6 or 1-2 hour sessions can be held on individual modules. Training can be done as 1:1 for individuals or for groups of any size. The training is interactive to help facilitate discussion and make the sessions more meaningful for the attendees. The training is applicable to anyone new to the dairy industry within your company – purchasing, supply chain, finance, operations, sales, marketing, R&D, etc. An outline of each training module is listed below. Please contact Mike for more information.

Section 1 – Dairy Industry Structure (45-60 minutes)

- Global dairy industry
 - √ History and origins
 - √ Supply and demand
 - √ Top companies
- US dairy industry
 - √ History
 - √ Dairy Farm 101
 - √ Dairy cooperatives
 - √ Top companies

Section 2 – US Milk Supply & Demand (45-60 minutes)

- US milk production
 - √ Milk supply
 - √ Milk per cow and number of cows
 - √ Number of dairy farms
 - √ Farm sizes and production
 - √ Farm margins
- US dairy demand
 - √ Milk utilization
 - √ Exports
 - √ CWT program

Section 3 – Dairy Products (60-120 minutes)

- Milk composition and utilization
 - √ Milk utilization flow charts
 - √ Conversion factors
- Dairy product supply and demand
 - √ Fluid milk
 - √ Cheese
 - √ Whey complex
 - √ Milk powders
 - √ Cream
 - √ Butter
 - √ Other products

Section 4 – Government Dairy Policy (30-60 minutes)

- Government dairy policy – US
 - √ History and origins
 - √ Evolution
 - √ Current and future states
- Dairy policy in other countries
 - √ Canada
 - √ New Zealand
 - √ Australia
 - √ Europe

Section 5 – US Milk Pricing (60-90 minutes)

- Multiple component pricing
 - √ Make allowances
 - √ Yield factors
 - √ Product prices
- Calculating milk prices
 - √ Components
 - √ Class prices
 - √ Pooling
 - √ Other factors
 - √ California

Section 6 – Dairy Economics and Risk Management (60 minutes)

- Dairy economics
 - √ Key market drivers
 - √ Dairy commodity price volatility
- Commodity risk management
 - √ Overview
 - √ Business needs
 - √ Risk management framework
 - √ Risk assessment
 - √ Policy and controls
 - √ Tools
 - √ Performance metrics
 - √ Best practices

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