



The McCully Report

The McCully Report is a monthly dairy market newsletter with price forecasts for all major US dairy commodities and classes of milk. The report summarizes US and global market drivers into concise impacts on dairy prices. Mike McCully, a leading dairy industry expert with over 20 years of experience, writes the report each month incorporating both quantitative and qualitative information into market insights. The report is written for professionals in the dairy and food business including buyers and commodity risk managers as well as people working in Finance, Operations, and Management functions.

Each month, the report features commentary on the following:

- Market outlooks for cheese, butter, milk powder (NFDM/SMP), buttermilk powder, and whey products (dry whey, WPC 34, WPC 80, WPI, and lactose) plus FMMO milk prices
- Milk production in the US, Europe, New Zealand, and other major countries
- US dairy product demand and exports
- Feed prices in the US and implications to dairy farm margins
- And timely topics on trade, dairy policy, and industry happenings

Providing an important forecasting and risk management tool for:

- Global and US food companies
- US dairy cooperatives
- Dairy product manufacturers
- Dairy product trading companies
- Commodity hedge funds

What readers are saying:

- “Best US-based global market analysis I receive” Global dairy company
- “Best dairy market report we get” US dairy cooperative
- “Most accurate forecasts vs. other analysts” US dairy cooperative
- “Monthly calls are very valuable to the team” Global food company
- “Always a great insightful read” Leading ag/food bank

A 1-year subscription includes the monthly report along with price forecasts by month in an Excel file. This option is \$1,995 per year. Another alternative includes a 30-minute call each month for an in-depth discussion on markets, strategies, or other topics specific to your company's needs. The report and price forecasts, along with the call, is \$3,495 per year.

For additional information or to request a free trial, please contact Mike at mike@themccullygroup.com or 312-646-0361.