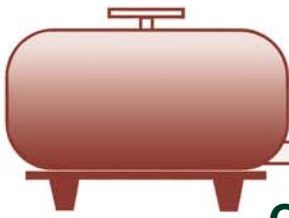


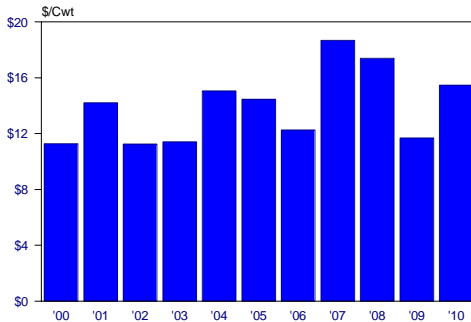
MARKETING SERVICE

BULLETIN



Central Order Data : How Did 2010 Measure Up ?

Uniform Price



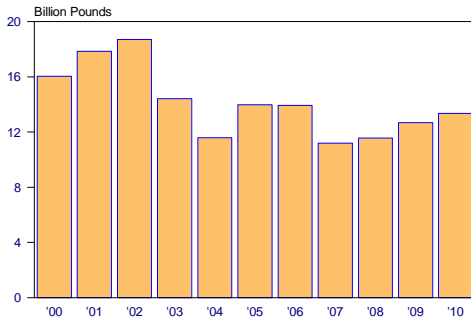
Producer prices during 2010 registered a significant increase from those recorded during 2009. The 2010 weighted average statistical uniform price for the Central Order was \$15.48 per hundredweight, a 32.53% increase from 2009's \$11.68 average. Since Federal Order reform's implementation in 2000, the annual statistical uniform price has averaged \$13.92, ranging from a low of \$11.24 in 2002 to a high of \$18.67 in 2007. The weighted average Producer Price Differential (PPD) for 2010 was \$1.05 per hundredweight, which is \$0.60 greater than the 2009 average, and \$0.40 above the post-reform \$0.65 average PPD.



Producer marketings on the Central order averaged 1.113 billion pounds per month

during 2010. Central order marketings totaled 13.352 billion pounds during 2010 -- up 5.25% from 2009, but 28.60% less than the record amount marketed during 2002. Central order marketings were the 4th highest among all federal orders in 2010, trailing the Upper Midwest, Northeast, and Mideast orders. Producer marketing data by order is depicted in the top right graph on page 3.

Producer Milk

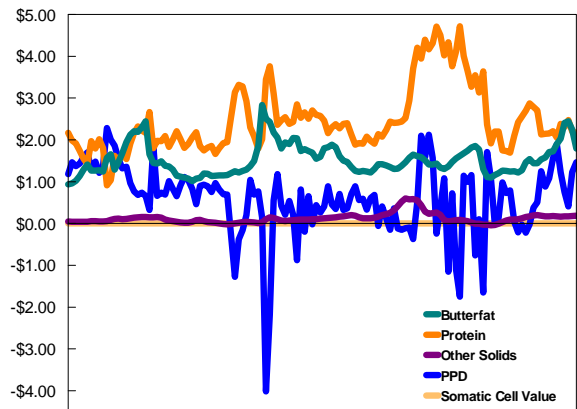


Monthly component prices for the last eleven years are depicted by graphs on page two. Compared with the previous year, the 2010 protein average price

increased by 4.55%, the butterfat average price increased by 47.44%, and the other solids average price increased by 190.36%. Average Central order per pound producer component prices, along with the per hundredweight PPD and statistical blend (uniform) prices, are detailed in the table below.

Class I utilization for the Central order was 32.79% of producer receipts in 2010. The lowest annual utilization was recorded in 2002 at 26.02%, while the Class I

Central Order Component Values
January 2000 - December 2010



utilization percentage peaked in 2007 at 38.82%. Central order Class I utilization during 2010 was 8th among the ten federal milk orders. Class I utilization percentages for all orders are depicted in the lower left graph on page 3.

The graphics on page two depict 2000 through 2010 monthly Central order data for producer milk marketings, utilization by class, producer prices, the Statistical Uniform Price, and the average somatic cell count. Page three graphics illustrate the Central order's relation to the other ten orders regarding the statistical uniform price, producer receipts, and Class I and Class III percentage utilizations for 2010. Central order data is highlighted on each graphic.

- -Wtd Average- - Stat. Blend

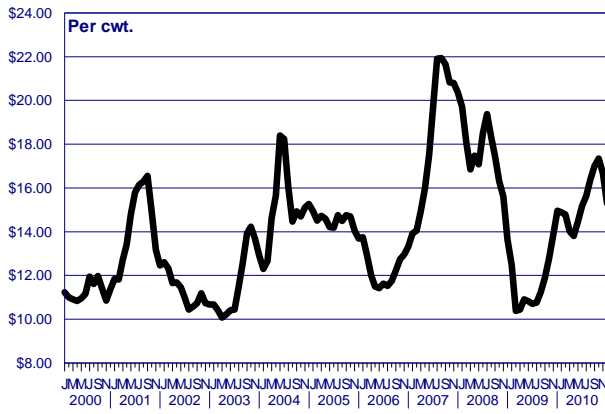
	Butterfat	Protein	Other Solids	PPD	Stat. Blend
2000	\$1.2522	\$1.6938	\$0.0509	\$1.54	\$11.28
2001	1.8480	1.9613	0.1343	1.05	14.21
2002	1.1928	1.9735	0.0593	0.84	11.24
2003	1.2099	2.3770	0.0129	0.51	11.40
2004	2.0507	2.6035	0.0751	0.09	15.06
2005	1.7105	2.4602	0.1228	0.47	14.47
2006	1.3252	2.0912	0.1746	0.46	12.26
2007	1.4693	3.5121	0.4201	0.63	18.67
2008	1.5668	3.8898	0.0555	0.02	17.39
2009	1.2571	2.2087	0.0612	0.45	11.68
2010	1.8535	2.3091	0.1777	1.05	15.48
%Change ('10 vs '09)	+47.44	+4.55	+190.36	+133.33	+32.53
11-Yr Avg	\$1.5215	\$2.4618	\$0.1222	\$0.65	\$13.92

JANUARY 2011

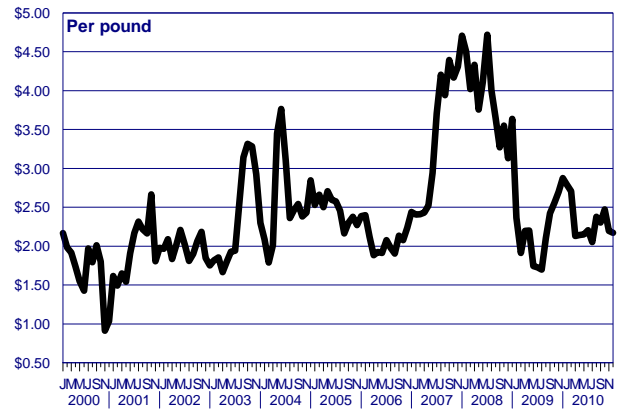


Central Order

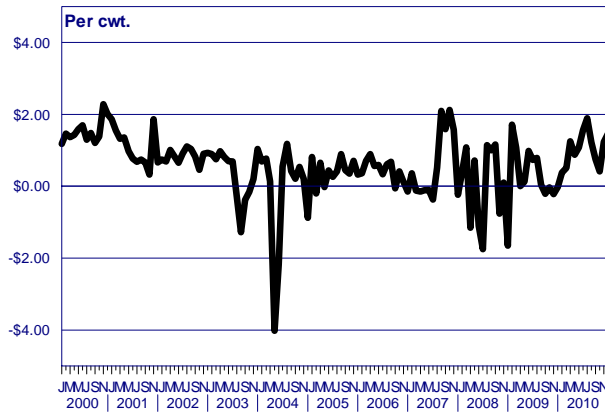
Statistical Uniform Price



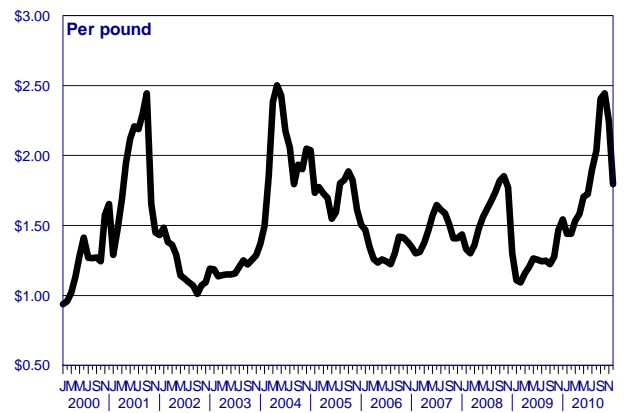
Producer Protein Price



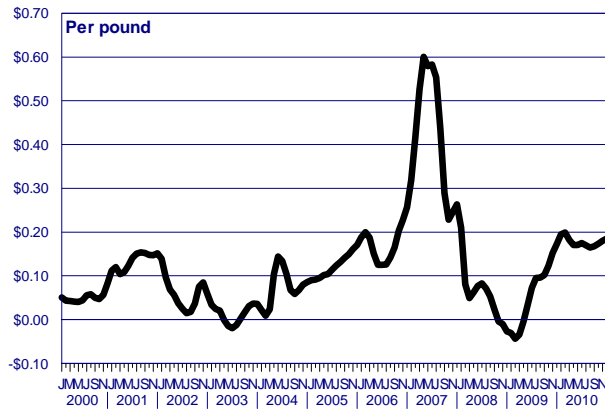
Producer Price Differential



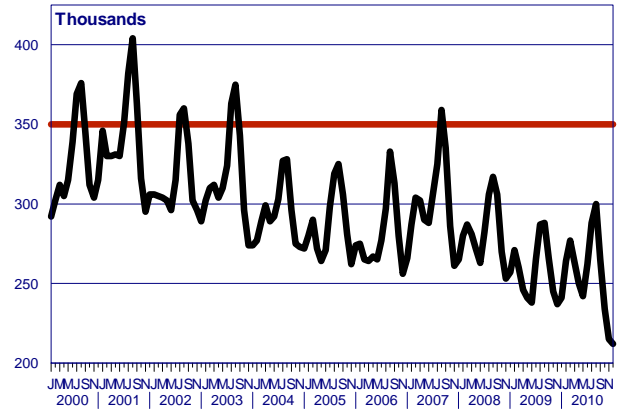
Producer Butterfat Price



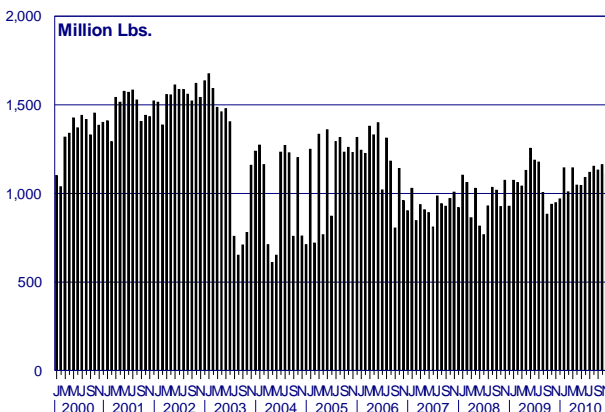
Producer Other Solids Price



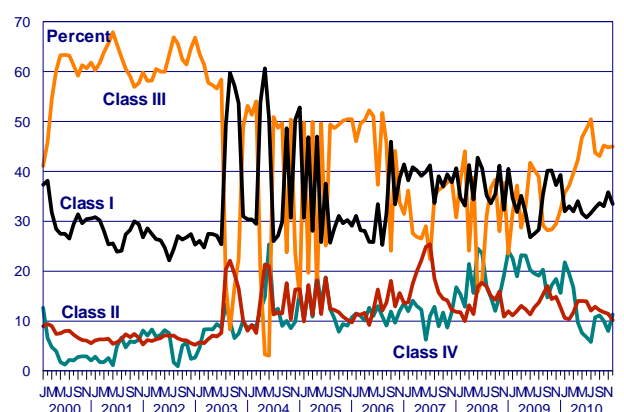
Avg. Somatic Cell Count in Producer Milk



Total Producer Milk Pooled

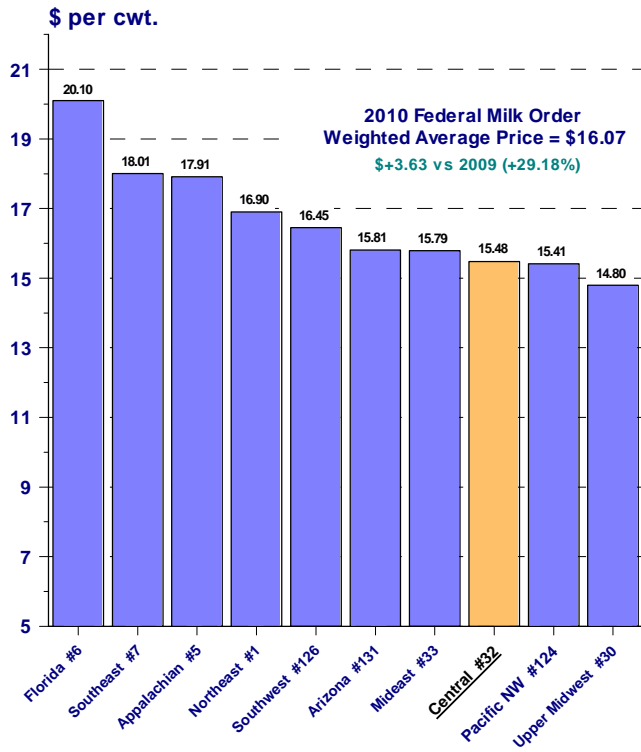


Utilization Of Producer Milk By Class



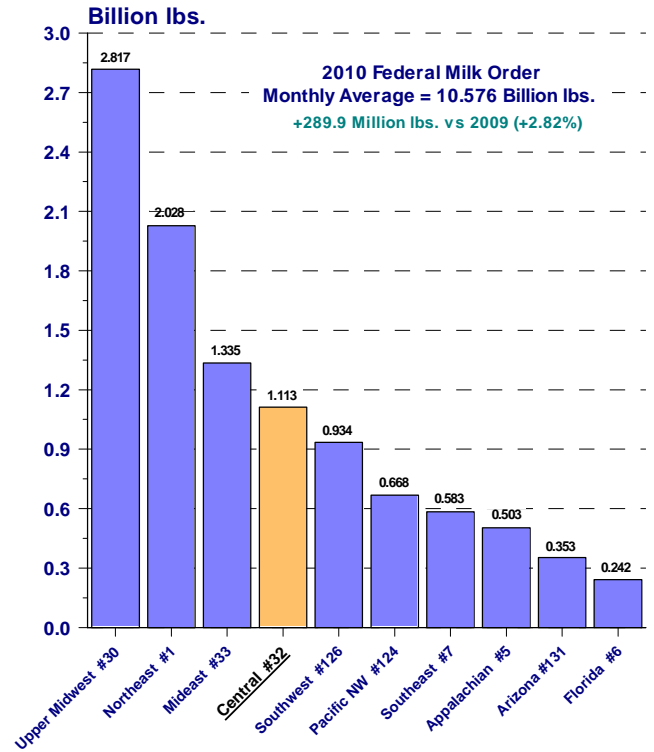
2010 Statistical Uniform Prices

Weighted Average Prices By Federal Milk Order



2010 Producer Receipts

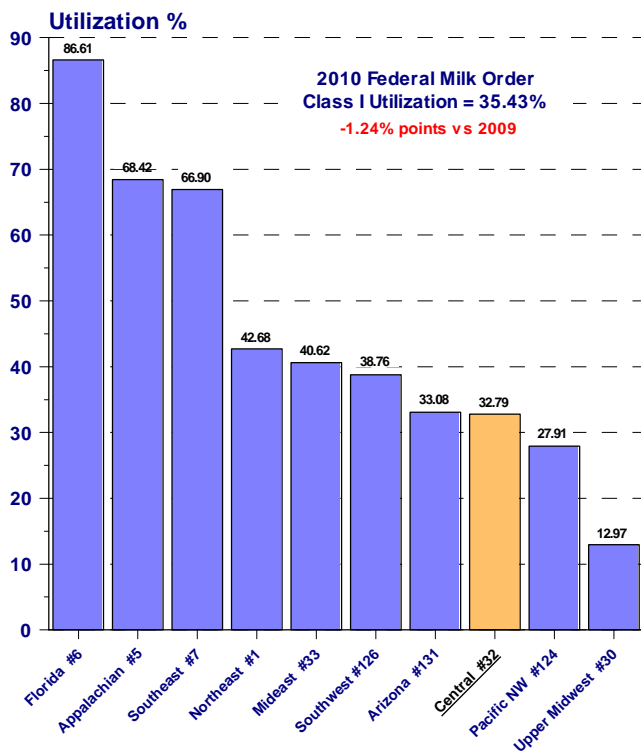
Monthly Average By Federal Milk Order



Federal Order Base Pricing Points: Northeast - Boston, MA; Appalachian - Charlotte, NC; Florida - Tampa, FL; Southeast - Atlanta, GA; Upper Midwest - Chicago, IL; Central - Kansas City, MO; Mideast - Cleveland, OH; Pacific Northwest - Seattle, WA; Southwest - Dallas, TX; Arizona - Phoenix, AZ.

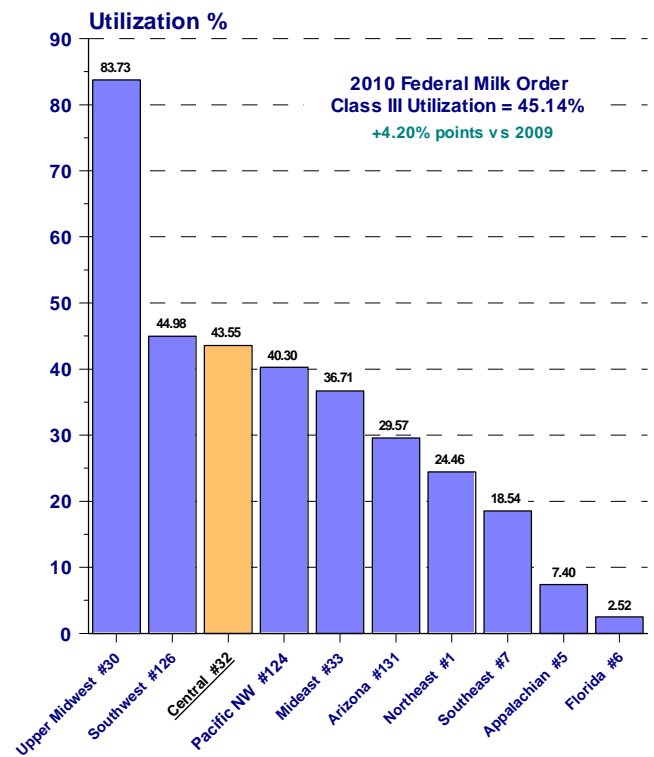
2010 Class I Utilizations

By Federal Milk Order



2010 Class III Utilizations

By Federal Milk Order



	-- Wtd Avg -- Statistical Uniform Price		-- Wtd Avg -- Producer Price Differential		-- Wtd Avg -- Class I Utilization	
	<u>2010</u>	<u>2009</u>	<u>2010</u>	<u>2009</u>	<u>2010</u>	<u>2009</u>
Northeast	16.90	12.98	2.53	1.67	42.68	43.70
Appalachian	17.91	14.00	-----	-----	68.42	69.74
Florida	20.10	16.15	-----	-----	86.61	85.67
Southeast	18.01	14.23	-----	-----	66.90	66.21
Upper Midwest	14.80	11.59	0.43	0.27	12.97	13.74
Central	15.48	11.68	1.05	0.45	32.79	33.53
Mideast	15.79	12.09	1.43	0.76	40.62	41.22
Pacific Northwest	15.41	11.75	1.02	0.44	27.91	30.35
Southwest	16.45	12.72	2.09	1.53	38.76	39.73
Arizona	15.81	12.07	-----	-----	33.08	35.31

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