

Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses

Dairy Program Standardization Branch Update



The Dairy Practice Council
Portland, Maine



United States
Department of Agriculture

Yvette Percell, Marketing Specialist
Standardization Branch
November 8, 2019



Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses

The heights by great men reached
and kept were not attained by
sudden flight, but they, while their
companions slept, were toiling
upward in the night.

by Henry Wadsworth Longfellow

Topics



AMS Dairy Program
Standards Branch update

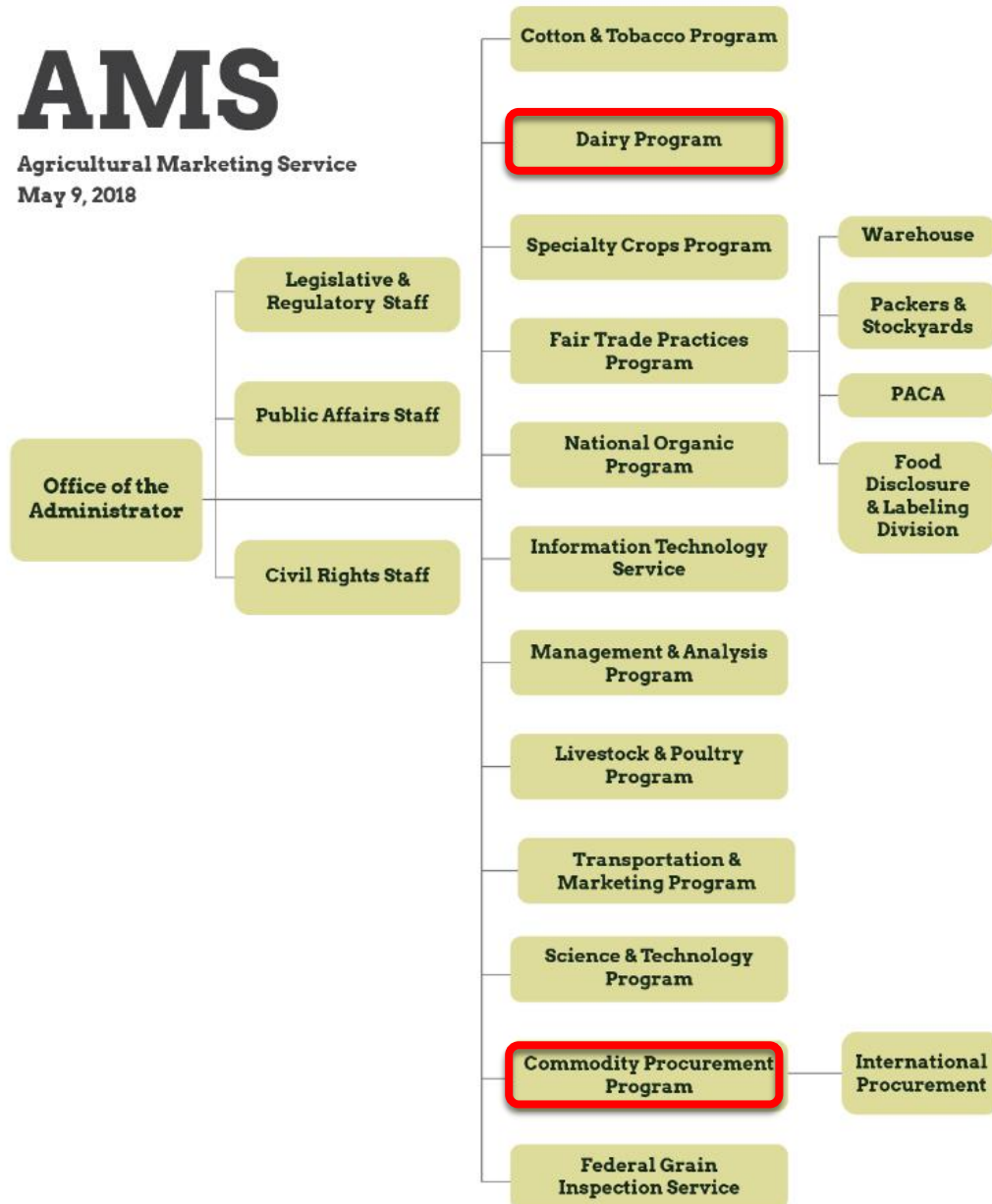


AMS Commodity
Procurement Dairy Purchases

Agricultural Marketing Service

AMS

Agricultural Marketing Service
May 9, 2018



Dairy Standards Branch

Agricultural Marketing Service

Creating Opportunities for American Farmers & Businesses



Standards
provide a
common
language for
appraising
quality and
condition of
dairy products

LEGISLATIVE AUTHORITY

Agricultural Marketing Act of 1946

Develop and improve standards of

Quality

Condition

Quantity

Grade

Packaging

Encourage uniformity and consistency in commercial practices

Standards Branch Objective

The primary objective of the dairy standardization branch is to aid in the marketing of milk and dairy products by providing:

A common language of trade through the

development
improvement
interpretation

of standards, specifications, and quality improvement programs.

Grade Standards

Provides an official description that measures quality in dairy products.

- ☐ Flavor
- ☐ Body
- ☐ Texture
- ☐ Appearance
- ☐ Color and
- ☐ Analytical characteristics

Official USDA Grades



U.S. Grade AA for butter and cheddar cheese

U.S. Extra Grade
for non-fat dry milk, are based
on nationally recognized
standards of quality developed
by the Standards Branch



*The use of dairy standards is
increasing internationally*

Dairy Grade Standards

Butter	Dry Buttermilk
Whipped butter	Dry Whey
Bulk American cheese	Scorched Particle
Monterey Jack Cheese	Dry whole Milk
Colby Cheese	Sediment of Milk and Milk
Cheddar Cheese	Instant nonfat dry milk
Nonfat dry milk (Spray Process)	Edible Dry Casein

Importance of Grade Standards

- ☐ Provide official descriptions that measure quality based on attributes (taste, texture, appearance and color) important to the consumer
- ☐ Serve as an industry guide for the marketing of quality dairy products by providing a common language among buyers and sellers
- ☐ The standards are used by our Federal Graders to assign an official grade
- ☐ Adds uniformity and consistency
- ☐ Providing a uniform language for describing dairy products to buyers, sellers and consumer



ALL ABOUT BUTTER

A guide to understanding USDA butter grades, types & baking uses



USDA GRADE AA butter is most often available to consumers. Made from sweet cream with excellent flavor, texture & color, it meets or exceeds the highest quality standards.

LOOK FOR THE SHIELD

The butter grading process is a quality verification that the butter truly meets the grade declared on the label & national uniform quality standards.



STORING BUTTER

USE FRESH BUTTER for best results. Check the 'best by' or 'use by' date on the carton.

STORE @ 40°F or LOWER in the coldest area of the refrigerator.

USE A RESEALABLE BAG & keep it away from strong-smelling foods; butter can absorb smells & taste like them.

FREEZE any butter you won't use in a month. Properly wrapped and stored, frozen butter can keep 6-9 months.

SOURCES Agricultural Marketing Service - www.ams.usda.gov/about-ams/programs-services
Butter grades - www.ams.usda.gov/grades-standards/butter-grades-and-standards

Agricultural Marketing Service

Butter infog update.pdf - Adobe Acrobat Pro DC

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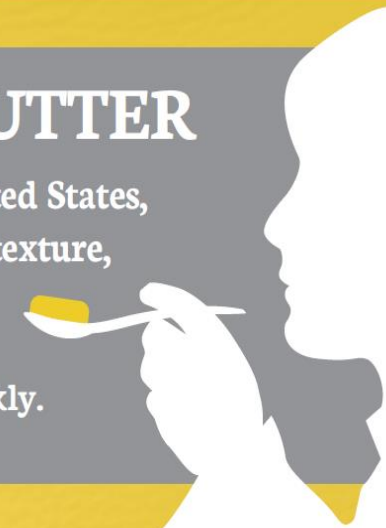


~ 85% OF BUTTER
SOLD TO CONSUMERS
IN THE U.S. IS
OFFICIALLY
GRADED

Over **30 FEDERAL BUTTER**
GRADERS

work across the United States,
evaluating butter samples for flavor, body & texture,
color & saltiness.

They may taste as many as **200 SAMPLES** weekly.



BUTTER IS MADE by churning milk or cream until it is
semi-solid & separated from buttermilk. It must be at least 80% butterfat.

TYPES OF BUTTER

SALTED

Contains less than 2%
salt. Good for baking &
general use.

UNSALTED

Good for baking &
cooking if you want to
control the amount of
salt.

WHIPPED

Butter with air whipped
in for greater volume &
better spreadability.

CLARIFIED

Butter with milk solids
& water removed. Can be
heated to higher
temperatures, good for
sautéing.

Dairy Specification

Butter and Related Products

1. Light Butter - March 1995
2. Margarine/Butter Blend - June 1993
3. Vegetable Oil Margarine - August 1996
4. Ghee - October 1993

Cheeses

1. Mozzarella Cheeses - September 24, 2012
2. Shredded Cheddar Cheese, effective March 1, 2001
3. Loaf, Sliced, Shredded, and Diced Muenster Cheese - March 1, 2001
4. Cottage Cheese and Dry Curd Cottage Cheese - February 13, 2001
5. Cream Cheese, Cream Cheese with other Foods, and Related Products - August 1994
6. Reduced Fat Cheddar Cheese - September 1993
7. Ricotta Cheeses - January 1981

Cultured/Acidified Products

1. Yogurt, Lowfat Yogurt and Nonfat Yogurt - January 19, 2001
2. Sour Cream and Acidified Sour Cream, effective June 5, 2000

Dry Ingredients

1. Instant Dry Whole Milk - January 1993 – Reviewed June 2013
2. Dry Whey Protein Concentrate - April 18, 2003

Importance of Dairy Specifications

- ☐ Measure quality by establishing minimum acceptable requirement for dairy products **not** covered by an official grade (don't receive a grade)
- ☐ Serve as a guide to quality for consumers and may also be used in government procurement activities (school lunch program)
- ☐ Evaluate products, and those meeting the requirement of the specification may bear an official quality shield

Commercial Item Description (CID)

1. Buttery Spreads
2. Blends, Cheese Pizza
3. Cheese, Cheddar
4. Cheese, Mozzarella, Lite
5. Cheese, Queso Blanco
6. Cottage Cheese
7. Cream Cheese, Neufchatel Cheese, and Related Products
8. Cream, Eggnog, Half-and-Half, and Sour Cream
9. Ice Cream, Sherbet, Fruit and Juice Bars, Ices, and Novelties
10. Milk, Dry, Nonfat, (Spray Process); and Milk Dry Nonfat Instant
11. Milk Evaporated
12. Milks, Fluid
13. Yogurt
14. Natural Butter Flavor Granules, Spray-Dried
15. Macaroni and Cheese Mix
16. Cheese Sauce, Ready-to-Serve, Condensed and Dehydrated

Importance of CID's

- ❑ Commercial Item Descriptions (CIDs) are documents that describe the most important characteristics of a commercial product, such as the types, and styles of products available.
- ❑ The CID may also contain information on analytical tests and requirements for food safety and quality for the product. CIDs are used by a purchaser during the procurement process to specify the product they wish to purchase.

Importance of CID's

- ❑ CIDs may be used during the procurement process by anyone who does institutional feeding.
- ❑ This includes the school lunch program, the military, hospitals, day cares, and many other facilities.
- ❑ The CID is used by these institutions to specify exactly what they want in the commercial product that they are procuring.

Commodity Procurement

<https://www.ams.usda.gov/selling-food>

The screenshot displays the USDA Agricultural Marketing Service website. The header features the USDA logo and the text "United States Department of Agriculture Agricultural Marketing Service". Navigation links include "About AMS", "News & Announcements", "Careers", "For Employees", and "Contact Us". A search bar is present with a "Search" button. Below the header, a horizontal menu lists "Market News", "Rules & Regulations", "Grades & Standards", "Services", "Resources", and "Commodity Procurement". The "Commodity Procurement" link is highlighted. Below this menu, a breadcrumb trail shows "Home > Commodity Procurement". A "Stay connected" section includes social media icons for Facebook, Twitter, YouTube, Email, Flickr, RSS, and Instagram. The main content area is titled "Selling Food to USDA" and includes a list of links: "Overview", "How the Process Works", "Becoming an Approved Vendor", "Purchase Programs: Solicitations & Awards", "Pilot Project: Unprocessed Fruits & Vegetables", "Product Specifications & Requirements", "Web-Based Supply Chain Management (WBSCM) System", "Small Business Opportunities", "Contact Commodity Procurement", and "Annual Industry Meeting". To the right of this list is a large photograph of children in a school cafeteria eating. Below the photo is the heading "Selling Food to USDA" followed by a paragraph: "The Agricultural Marketing Service (AMS) purchases a variety of 100% domestically produced and processed commodity food products. These purchases support American agriculture by encouraging consumption of domestically-produced foods. The wholesome, high-quality products purchased by USDA—collectively called USDA Foods—are delivered to schools, food banks and households in communities across the country, and are a vital component of our nation's food system." To the right of the text are two promotional boxes: one with an envelope icon saying "Stay up to date on USDA food purchases" and another with the WBSCM logo saying "WBSCM Web Based Supply Chain Management".

USDA United States Department of Agriculture Agricultural Marketing Service

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Market News Rules & Regulations Grades & Standards Services Resources Commodity Procurement

Home > Commodity Procurement

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Selling Food to USDA

- Overview
- How the Process Works
- Becoming an Approved Vendor
- Purchase Programs: Solicitations & Awards
- Pilot Project: Unprocessed Fruits & Vegetables
- Product Specifications & Requirements
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- Annual Industry Meeting

Selling Food to USDA

The Agricultural Marketing Service (AMS) purchases a variety of 100% domestically produced and processed commodity food products. These purchases support American agriculture by encouraging consumption of domestically-produced foods. The wholesome, high-quality products purchased by USDA—collectively called USDA Foods—are delivered to schools, food banks and households in communities across the country, and are a vital component of our nation's food system.

Stay up to date on USDA food purchases

WBSCM Web Based Supply Chain Management

Commodity Procurement

Section 32: Permanent appropriation created by Congress

Name derived from its authorization: Section 32 – August 24, 1935

The law specifies three “clauses” for the use of funds:

1. Encourage export of farm products through producer payments or other means;
2. Encourage the domestic consumption of farm products by diverting surpluses from normal channels or increasing their use by low-income groups; and
3. Re-establish farmers’ purchasing power by making payments to farmers.

Commodity Procurement

Section 32 - Dairy Commodity Purchases – Milk & Cheese



“We’re so blessed to get milk from...the food bank...It’s such a rare gift.”

- The purpose of Section 32 purchases of dairy products are to encourage the continued domestic consumption by diverting dairy products from the normal channels of trade and commerce and distributing them through food assistance programs.
- Beneficiaries of Section 32 are The National School Lunch Program and Domestic Food assistance Programs.

Section 32 Purchases

Section 32 Estimated Purchases, FY 2019

Product
Fluid milk
Cheddar Cheese

Section 32 Purchases

The screenshot shows a web browser window with the URL <https://www.ams.usda.gov/content/usda-section-32-fresh-fluid-milk-purchase-program-announced>. The page features a green header with the USDA logo and the text "USDA Section 32 Fresh Fluid...". Below the header is a navigation bar with "Home" and "Stay connected:" followed by social media icons for Facebook, Twitter, YouTube, Email, Flickr, RSS, and Instagram. The main content area is divided into three columns. The left column contains a sidebar with links: "About AMS" (Overview, Our Leadership, News & Announcements, Strategic Plan, Policies & Administrative Issuances, FACAs & Advisory Boards, Contact Us, Careers & Opportunities, Employee Resources), "Programs & Offices" (Cotton & Tobacco Program, Commodity Procurement, Dairy Program, Fair Trade Practices, Federal Grain Inspection Service, Livestock and Poultry Program, National Organic Program), and "Section 32 Purchases". The middle column displays the title "USDA Section 32 Fresh Fluid Milk Purchase Program Announced" and the date "October 16, 2019". The text below states: "The U.S. Department of Agriculture (USDA) today announced plans to purchase \$50 million in Fresh Fluid Milk for distribution to various food nutrition assistance programs. Purchases will be made under the authority of Section 32 of the Act of August 24, 1935, with the purpose to encourage the continued domestic consumption of these products by diverting them from the normal channels of trade and commerce." Below this text is a table with four columns: "Material Code", "Material Description", "Solicitation", and "Delivery Timeframe*". The table contains one row with the following data: "Collaps", "Fluid Milk Whole", "November 2019", and "Quarter 1". The right column is titled "News & Announcements" and lists three items: "10/23 USDA Section 32 Egg Products Purchase Program Announced", "10/16 USDA Section 32 Fresh Fluid Milk Purchase Program Announced", and "10/11 USDA Section 32 Fresh Table Grapes Purchase Program Announced". A link "View all news & announcements >" is located below the list.

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About AMS

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Programs & Offices

- Cotton & Tobacco Program
- Commodity Procurement
- Dairy Program
- Fair Trade Practices
- Federal Grain Inspection Service
- Livestock and Poultry Program
- National Organic Program

USDA Section 32 Fresh Fluid Milk Purchase Program Announced

October 16, 2019

The U.S. Department of Agriculture (USDA) today announced plans to purchase \$50 million in Fresh Fluid Milk for distribution to various food nutrition assistance programs. Purchases will be made under the authority of Section 32 of the Act of August 24, 1935, with the purpose to encourage the continued domestic consumption of these products by diverting them from the normal channels of trade and commerce.

Material Code	Material Description	Solicitation	Delivery Timeframe*
Collaps	Fluid Milk Whole	November 2019	Quarter 1

News & Announcements

- 10/23 USDA Section 32 Egg Products Purchase Program Announced
- 10/16 USDA Section 32 Fresh Fluid Milk Purchase Program Announced
- 10/11 USDA Section 32 Fresh Table Grapes Purchase Program Announced

[View all news & announcements >](#)

Trade Mitigation – Section 5

Section 5 - Dairy Commodity Purchases

- The purpose of Section 5 purchases is to replace lost exports due to retaliatory tariffs placed on U.S. dairy products.
- Amounts of dairy products to be purchased are based on an economic analysis of the damage caused by tariffs imposed on these commodities by some U.S. trade partners

Butter Fluid milk Process Cheese Natural American Cheese
String Mozzarella Instantize Nonfat Dry Milk

Trade Mitigation – Section 5

Trade Mitigation – Round 1 Estimated Purchases, CY 2019

Product
Fluid milk
Butter
iNDM
Cheese
1. Natural American Cheddar
2. Process
3. Mozzarella

Trade Mitigation – Section 5

Trade Mitigation – Round 2 Estimated Purchases, CY 2020

Product
Butter
iNDM
Cheese <ul style="list-style-type: none"><input type="checkbox"/> <i>Natural American Cheddar</i><input type="checkbox"/> <i>Process</i><input type="checkbox"/> <i>Mozzarella</i>

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PBD7 Packaged Butter Final October 2019.pdf - Adobe Acrobat Pro DC

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USDA COMMODITY REQUIREMENTS

PACKAGED BUTTER

FOR USE IN DOMESTIC PROGRAMS

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USDA COMMODITY REQUIREMENTS

DFM1 FLUID MILK

FOR USE IN DOMESTIC PROGRAMS

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USDA Commodity Procurement Program Newsletter

USDA Agricultural Marketing Service sent this bulletin at 06/19/2019 03:04 PM EDT

[View as a webpage](#) / [Share](#)



Agricultural Marketing Service Commodity Procurement



Commodity Chronicles

We facilitate the marketing of 100% domestic agricultural products through the purchase of foods for international and domestic nutrition assistance programs...Feeding the hungry around the world.

Summer 2019

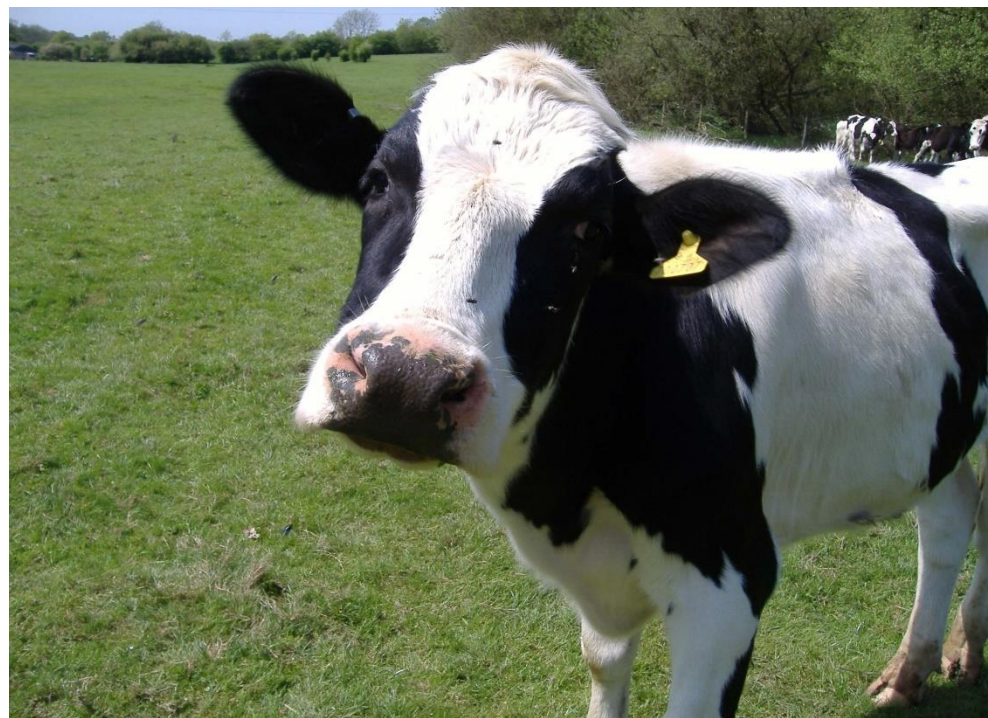
Thank you!

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