• **Dairy Industry 2010:** “Here, you can have a taste of this candy, but then I am going to take it away again!”

The Dairy Industry in 2010 saw milk prices slowly rebound from a disastrous 2009, to where in August of this year dairymen in New Mexico were back in the green. In no way was this enough however, to make up for any of the massive losses occurred during the prior 18 months. Simultaneously it became painfully clear USDA had drastically overestimated both the 2010 corn crop and carryover stocks, while ethanol subsidies needed to be renewed before expiring in December. Both actions resulted in a jump in feed prices which combined with a $3 drop in projected milk prices make for a dim outlook for the first half of 2011 and a reminder of the bad taste 2009 left behind! Not the Christmas dairy producers had hoped for!

• **What about NMSU Dairy Extension**

Dairy Extension continued to grow in 2010 due to additional grant funding for Southern Great Plains Dairy Consortium, Research & Teaching and the New Mexico Dairy Quality Assurance Program. Twelve individual research projects are currently underway, the QA program is about 25% completed and we were able to host 37 students this year for the Large Herd Dairy Management Class! Additionally a Dairy Industry Short Course was hosted in Amarillo, a 2nd Air Quality campaign was conducted, a 2nd large salmonella trial completed, while the filming of two episodes of KRWG’s Field Trip on cheese and milk were completed, and which are currently premiering in the Las Cruces area.

• **New Dairy Regulations**

This year will also go down as the year of the New Dairy Regulations proposed by NMED. In an effort to guide producers and consultants in regards to these technical issues, Dairy Extension developed in collaboration with Glorieta Geoscience a Dairy Technical Guidance Manual which was published this year. As more information becomes available about the proposed new rules and how they may additionally affect dairy producers, we will address any possible changes to the manual. (http://aces.nmsu.edu/pubs/_circulars/CR_639.pdf).

• **Safety Training DVD**

Another accomplishment this year was the release of a Dairy Safety Training DVD for dairies in the Southwest. This training video will be accompanied by written training material producers can use on their dairies for general training purposes. It deals with animal handling, milking, heavy equipment, and approaches from an animal as well as a human safety perspective. A second DVD release with specific milker -, calf raiser -, outside caretaker -, and feeder training is scheduled for 2011.

• **What about the team**

On a personal note the NMSU Dairy Program has grown as well; in October Molly and Ben Smith proudly welcomed Kyson into their family. And in December, Michelle Heavyside, a dairy producer from Portales, joined the Dairy Program to help manage all the different programs we’re currently involved in, and to help make sure we stay on track and sufficiently funded to do what we need to do for the industry. Michelle brings a wealth of organizational skills to the position as the founder of United Dairy Women, a local charity organization responsible for providing local children’s homes with ample nutrition.

• **Announcements for 2011:**

- UDW Milk Lover’s Ball. Clovis, NM. February 5, 2011.