



Course Syllabus

US Dairy Markets & Fundamentals

Empowering the Dairy Industry since 2012



Course Overview

This course is built for professionals who are new to the dairy industry and want to understand what truly moves milk and dairy markets. Through practical explanations and real-world examples, you will learn how milk is priced, how domestic and global demand trends impact values, gain the ability to navigate key USDA reports and helps explain commodity-specific fundamentals (cheese, butter, powders, whey). Whether you're working in procurement, marketing, or finance - or simply want to talk intelligently about dairy - this course will give you a strong foundation.



Learning Objectives

- Monitor consumer demand and how it shapes market behavior
- Understand milk production and utilization in the US
- Interpret USDA reports and use them to inform market expectations
- Recognize how margin calculations like Income Over Feed Cost (IOFC) affect milk supply decisions
- Apply foundational knowledge to make informed business decisions in procurement, sales, or risk strategy
- Differentiate between key dairy commodities and their market drivers
- Distinguish between milk volume and milk solids (butterfat/protein) and how they impact market dynamics

Intro

Module I, Lesson I: US Milk Production

Module I, Lesson II: A State By State Breakdown

Module II, Lesson I: Milk vs Milksolids

Module III, Lesson I: Utilization of Milk

Module III, Lesson II: Use Cases For Other Ingredients

Module III, Lesson III: Where Are These Products Made?

Module IV, Lesson 1: Key Reports From the USDA

Module IV, Lesson II: Other Important Reports From the USDA

Module IV, Lesson III: Data Found in the USDA's Dairy Market News

Module V, Lesson I: Cheese Market Fundamentals

Module V, Lesson II: Butter Market Fundamentals

Module V, Lesson III: Nonfat Dry Milk Market Fundamentals

Module V, Lesson IV: Dry Whey Market Fundamentals

Module VI, Lesson I: Income Over Feed Costs

Module VI, Lesson II: Milk Check Crash Course

Module VII, Lesson I: Domestic Consumption

Module VII, Lesson II: Global Export Partners

Module VIII, Lesson I: Dairy Commodities at the CME

The HighGround Dairy Academy offers flexible, on-demand training that saves time and builds true market fluency across teams. It streamlines onboarding, teaches employees which data really matters, and helps them think like analysts. With interactive learning and a focus on US dairy fundamentals, it boosts confidence and clarity in a complex industry - laying the foundation for even deeper education on global markets and risk management to come.



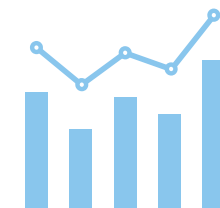
Knowledge at Your Fingertips



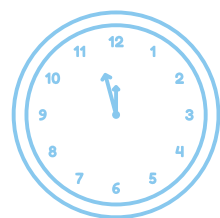
Focuses on What Matters



Interactive Learning



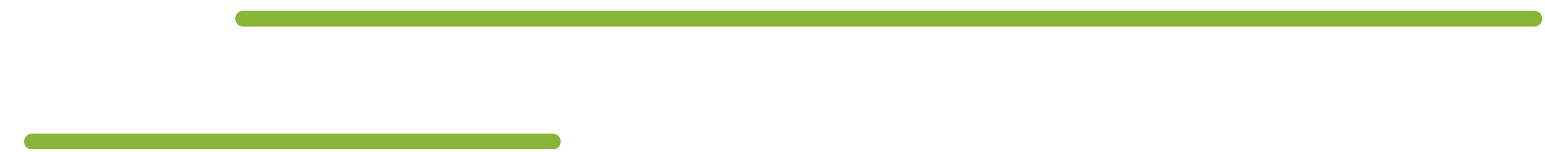
Builds Market Fluency



Saves You Time



Guides Strategic Thinking





Mission Statement

To utilize our team's dairy industry experience to deliver unparalleled global market intelligence, opinion, strategy and execution in a relentless pursuit of customer success.



Integrity

we shoot it straight and do what we say



Entrepreneurship

we succeed through quickness, creativity and adaptability



Relationships

we have never traded our own personal funds in the dairy markets, keeping 100% of our focus on customer goals & objectives



Passion

we are driven to be the best in our industry



Confidentiality

we never share customer information with anyone



Respect

we foster an environment that appreciates one another's beliefs and contributions with 100% focus on customer goals & objectives



Contact Me

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