

Headlines Got You Spinning?

Things are off to a crazy start in 2025 as markets deal with both anticipated and unanticipated developments.



For all the moving pieces, we're staying focused on **three things in particular.**



Domestic demand has been soft and won't likely get materially better anytime soon. Consumer sentiment is in the doldrums and shaky equity markets are putting upper-income household spending at risk.



Exports matter a lot. With more milk production and cheese capacity and a soft domestic demand environment, US cheese, butter and powder marketers are going to have to keep products moving out of the country. While mediocre milk production in Europe and a weaker USD should help that effort, a larger-scale trade war – especially one that involves Mexico – won't. For now, we see tariff disruption in the protein and carbohydrate markets as the largest immediate risk to US trade flows.



Extraordinarily high beef prices may encourage producers to quickly cull additional animals or exit the business altogether if margins tighten appreciably. The beef-on-dairy phenomenon will continue to add an air of mystery and complexity to milk production expectations.

On balance, we're not especially bearish from \$1.60 per pound cheese, \$2.25 butter, \$1.15 powder, and \$0.30 dry whey. But we're not bullish from \$1.80, \$2.50, \$1.35, and \$0.45, either.

Let our team help you focus on what matters using our publications, market calls and tools like our **Dairy Trade Simulator (DTS)** platform.

We're adding more global coverage this year, too, with a number of publications aimed at Europe and other markets.



If you're interested in learning more about DTS, our market calls or gaining access to our global insights publications, please fill out the form at the QR code or reach out to us at **Insights@Ever.Ag**.

The Best of the Best Publications:



The Weekly Wire

Recap of dairy and grain markets with commentary from the Ever.Ag team.



Forecast Update

Review of factors impacting dairy pricing, with forecasts for Class III and IV, cheese, butter, NDM and whey.



Phil Plourd's Monday Morning Demand Notes

Analysis of supply, demand and other market drivers by Phil Plourd. Insights portal exclusive.



Dairy Situation and Outlook

Monthly review of the top three bullish, bearish and wildcard themes influencing dairy markets.



Global Dairy Weekly

A summary of dairy and economic news in Australia, New Zealand and the rest of the world.



Global Milk Production

A weekly round-up of factors affecting milk production across major global production regions.



Ingredient Digest

Monthly outlook for global pricing and trends in the high protein milk and whey markets, plus ingredients.