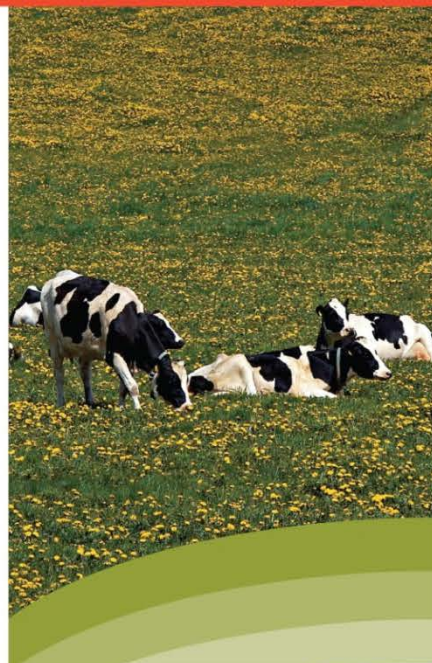
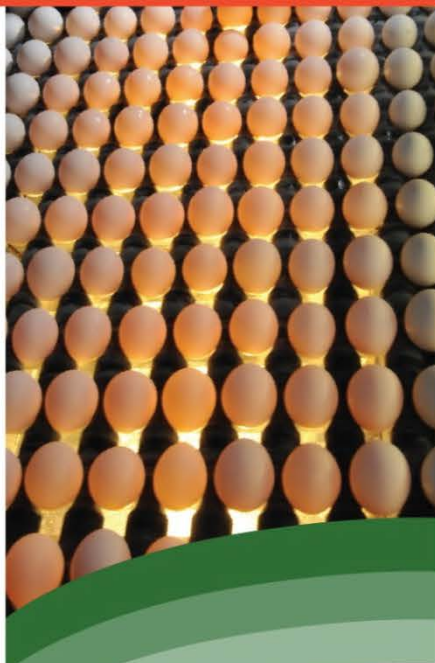




United States Department of Agriculture

# Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses





# Agricultural Marketing Service

Creating Opportunities for American Farmers and Businesses

# USDA Market News data is moving to MARS!

**February 1, 2018**



# Today's Speaker



## Joseph (Joe) Gaynor

My Market News  
Product Owner  
AMS Market News

Telephone: 202.720.9351

Fax: 202.720.4844

Email: [joseph.gaynor@ams.usda.gov](mailto:joseph.gaynor@ams.usda.gov)

# Themes for Discussion

- Discuss Market Analysis & Reporting Services (MARS) and status of modernization in AMS
- Describe how MARS uses the new My Market News website to provide data easier and faster
- Help you get more out of MARS by demonstrating some of the new features
  - Learn more about what available
  - Access Market News data and reports
  - Customize My Market News for your needs
- What's Next?



MARS – Delivering Market Data to Agricultural Producers  
Around the Globe Faster and Easier



# What is MARS?

- One easy-to-use source of Ag Data for the public
  - Consume or interact with data on your terms
  - Simplify flow of data to and from Market News
  - Share digital datasets
  - Better protects confidentiality
- Standardizes data and reporting processes
  - Add or adjust data products in minutes to better report change
  - Introduce modern mobile collection (real time capable)
  - Expand automation for data curation
- Uses new data analytics techniques
  - Collect more information for use in reporting
  - Enhance data quality
  - Provide more quantitative information



MARS – Delivering Market Data to Agricultural Producers  
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# Status of Modernization

Now, working in MARS:

- Single integrated end to end reporting system
  - Multi-tiered data protections
  - Real-time data collection
  - Standardized reporting processes
  - Improved analysis
  - Standardized reporting and dissemination procedures

- Introduce our new dissemination website

<https://mymarketnews.ams.usda.gov>

- Single Public Data Warehouse
- Automated Protocol Interface (APIs)
- News Sharable digital datasets
- Provide more quantitative data
- More descriptive qualitative information
- Dynamic Commodity Informational Pages
- Individual Report Pages



# MARS and My Market News



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We purchase domestically produced food  
To assist vulnerable populations around the world



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## About Market News

Market Analysis Reporting Services (MARS) provides USDA Market News the ability to leverage modern technologies to better serve the public's data needs and support its core mission to provide market intelligence. MARS improves the transparency, speed, accuracy, and flexibility of Market News by creating a single source of market information that allows users to explore agricultural data around the world. MARS facilitates the flow of different data streams from data providers and public sources to agency

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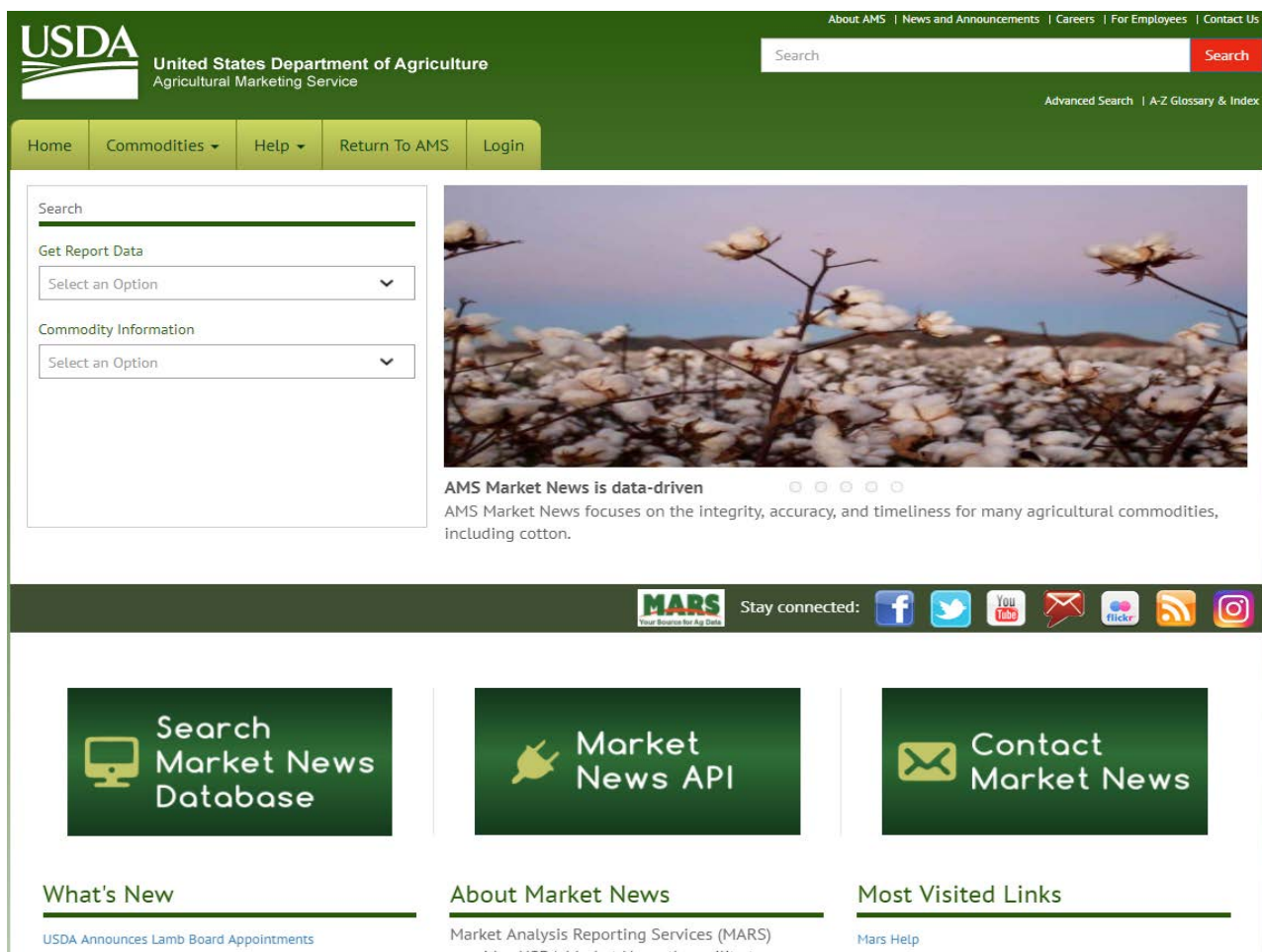
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AMS Market News focuses on the integrity, accuracy, and timeliness for many agricultural commodities, including cotton.

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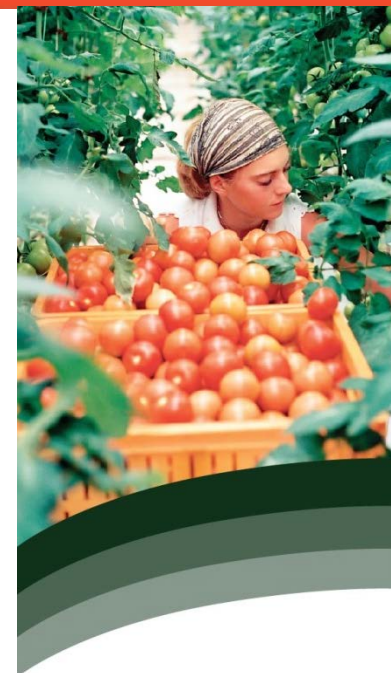
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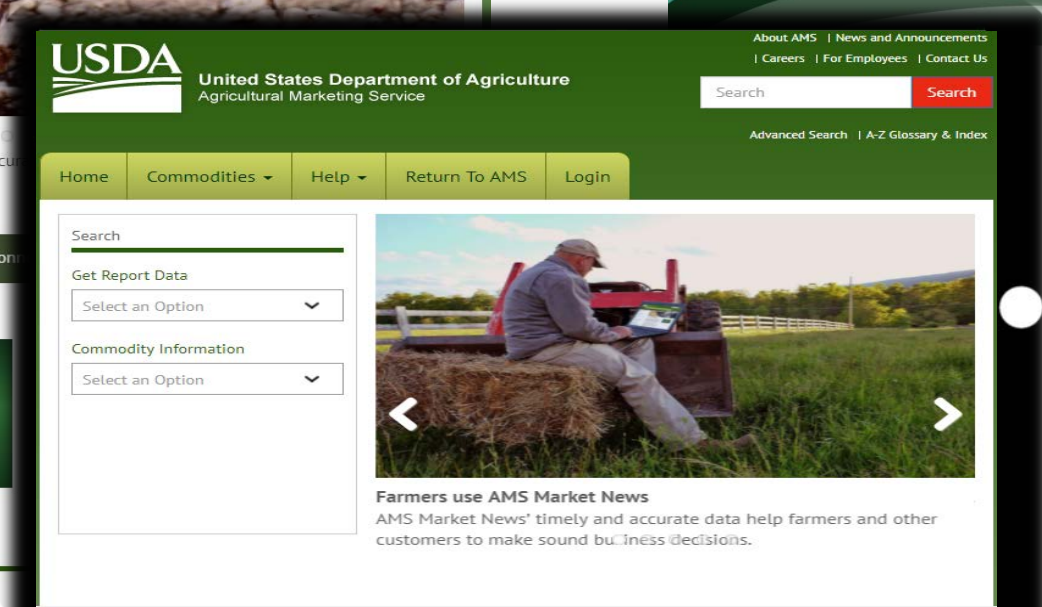
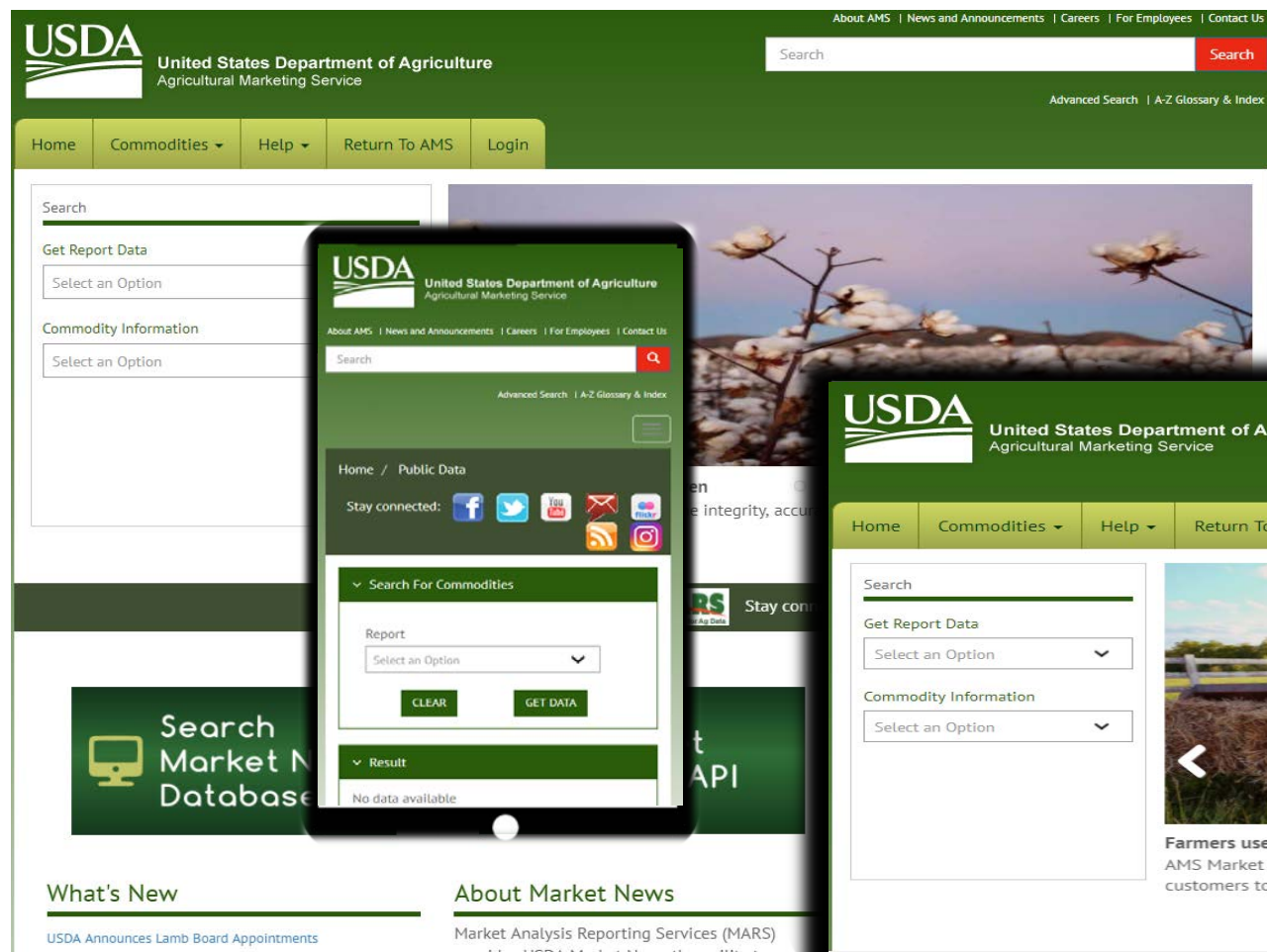
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**Harvest to Harbor**  
Watch how we help move grain into the marketplace

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Explain the difference in reporting f.o.b. plant if the product is "shipped out" from the plant or f.o.b. storage facility  
If the product is "shipped out" from the storage facility.

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### Northeast Wholesale Cheese Report

**Market** Cheese

**Market Type:** [Point of Sale](#)


**Provided by** Dairy Market News

**Description:** The Northeast Wholesale Cheese report summarizes weekly market happenings including supply, demand, and inventories for various types of cheeses.








The Northeast Wholesale Cheese Report (DA810) summarizes what is happening each week for wholesale cheese in the Northeastern region of the United States. The report looks at what is happening with production, milk availability, domestic sales, current spot trading prices, inventories of cheese and consumer demand. This report is released weekly on Wednesday's at 12:00 pm eastern. Dairy Market News collects the data for this report through direct interaction with industry contacts that provide data for the report by trained market reporters that understand the items being reported and verify the information to ensure that it logically represents the product being reported. Reporters also cross-check entered data to ensure that no data entry errors are causing the released information to be misrepresented on the released reports. Reporters are trained and certified and have an in-depth understanding of agricultural market trends, as well as, the outside factors that can influence a particular market. Reporters use this information to ensure that the correct data is released on the reports.

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### Northeast Wholesale Cheese Report

**Market** Cheese

**Market Type:** [Point of Sale](#)

**Provided by** Dairy Market News


**Description:** The Northeast Wholesale Cheese report summarizes weekly market happenings including supply, demand, and inventories for various types of cheeses.

The Northeast Wholesale Cheese Report (DA810) summarizes what is happening each week for wholesale cheese in the Northeastern region of the United States. The report looks at what is happening with production, milk availability, domestic sales, current spot trading prices, inventories of cheese and consumer demand. This report is released weekly on Wednesday's at 12:00 pm eastern. Dairy Market News collects the data for this report through direct interaction with industry contacts that provide data for the report by trained market reporters that understand the items being reported and verify the information to ensure that it logically represents the product being reported. Reporters also cross-check entered data to ensure that no data entry errors are causing the released information to be misrepresented on the released reports. Reporters are trained and certified and have an in-depth understanding of agricultural market trends, as well as, the outside factors that can influence a particular market. Reporters use this information to ensure that the correct data is released on the reports.



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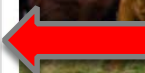

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Search For Commodities

Report

Commodity

Report Begin Date

Market Location

Report End Date

State


Result

Filter Result

CHEDDAR / HARD PRODUCTS / CHEESE

Report Begin Date	Report End Date	Published Date	Office Name	Office Code	Office City	Office State	Market Location Name	Market Location City	Market Location State	Market Type	Market Type Category	Slug Id	Slug Name	Package	Price Avg	Price Min	Price Max	Mostly Low Price	Mostly High Price	Volume Avg	Volume Min	Volume Max	Report Narrative	Region	Origin	Application	Sale Type	Grade	Quality	Price Unit	Qty
2018-01-29	2018-01-29	2018-01-31					N/A	N/A	N/A	Point of Sale	Dairy Market	1045	MD_DA530	40 pound Block	2.1125	1.9700	2.2550							Northeast	NA	N/A	N/A	N/A	N/A	Dollars per Pound	N/A
2018-01-29	2018-01-29	2018-01-31					N/A	N/A	N/A	Point of Sale	Dairy Market	1034	MD_DA105	40 pound Block	2.1125	1.9700	2.2550							Northeast	NA	N/A	N/A	N/A	N/A	Dollars per Pound	N/A
2018-01-29	2018-01-29	2018-01-31					N/A	N/A	N/A	Point of Sale	Dairy Market	1084	MD_DA810	40 pound Block	2.1125	1.9700	2.2550							Northeast	NA	N/A	N/A	N/A	N/A	Dollars per Pound	N/A

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Search For Commodities

Report

MD\_DA810

Commodity

Cheese

Market Location

Select market location

State

Select state

Report Begin Date

2018-01-29

Report End Date

2018-01-29


Result

Filter Result

CHEDDAR / HARD PRODUCTS / CHEESE

Report Begin Date	Report End Date	Published Date	Office Name	Office Code	Office City	Office State	Market Location Name	Market Location City	Market Location State	Market Type	Market Type Category	Slug Id	Slug Name	Package	Price Avg	Price Min	Price Max	Mostly Low Price	Mostly High Price	Volume Avg	Volume Min	Volume Max	Report Narrative	Region	Origin	Application	Sale Type	Grade	Quality	Price Unit	Other	
2018-01-29	2018-01-29	2018-01-31					N/A	N/A	N/A	Point of Sale	Dairy Market	1045	MD_DA530	40 pound Block	2.1125	1.9700	2.2550								Northeast	NA	N/A	N/A	N/A	N/A	Dollars per Pound	N/A
2018-01-29	2018-01-29	2018-01-31					N/A	N/A	N/A	Point of Sale	Dairy Market	1034	MD_DA105	40 pound Block	2.1125	1.9700	2.2550								Northeast	NA	N/A	N/A	N/A	N/A	Dollars per Pound	N/A
2018-01-29	2018-01-29	2018-01-31					N/A	N/A	N/A	Point of Sale	Dairy Market	1084	MD_DA810	40 pound Block	2.1125	1.9700	2.2550								Northeast	NA	N/A	N/A	N/A	N/A	Dollars per Pound	N/A

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Report

Commodity

Report Begin Date

Market Location

Report End Date

State

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Result

> Filter Result

Collapse All Save as CSV Save as XML

CHEDDAR / HARD PRODUCTS / CHEESE

Report Begin Date	Report End Date	Published Date	Office Name	Office Code	Office City	Office State	Market Location Name	Market Location City	Market Location State	Market Type	Market Type Category	Slug Id	Slug Name	Package	Price Avg	Price Min	Price Max	Mostly Low Price	Mostly High Price	Volume Avg	Volume Min	Volume Max	Report Narrative	Region	Origin	Application	Sale Type	Grade	Quality	Price Unit	Off Gr	
2018-01-29	2018-01-29	2018-01-31					N/A	N/A	N/A	Point of Sale	Dairy Market	1045	MD_DA530	40 pound Block	2.1125	1.9700	2.2550								Northeast	NA	N/A	N/A	N/A	N/A	Dollars per Pound	N/A
2018-01-29	2018-01-29	2018-01-31					N/A	N/A	N/A	Point of Sale	Dairy Market	1034	MD_DA105	40 pound Block	2.1125	1.9700	2.2550								Northeast	NA	N/A	N/A	N/A	N/A	Dollars per Pound	N/A
2018-01-29	2018-01-29	2018-01-31					N/A	N/A	N/A	Point of Sale	Dairy Market	1084	MD_DA810	40 pound Block	2.1125	1.9700	2.2550								Northeast	NA	N/A	N/A	N/A	N/A	Dollars per Pound	N/A

## Database Search

Result

Filter Result

Report Begin Date	Report End Date	Published Date	Office Name
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Office Code	Office City	Office State	Market Location Name
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Market Location City	Market Location State	Market Type	Market Type Category
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Slug Id	Slug Name	Package	Price Avg
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Price Min	Price Max	Mostly Low Price	Mostly High Price
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Volume Avg	Volume Min	Volume Max	Report Narrative
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Region	Origin	Application	Sale Type
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Grade	Quality	Price Unit	Other Grades
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Lot Desc	Organic	Volume Unit	Freight
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Reset Filter

Filter

Collapse All

Save as CSV

Save as XML

CHEDDAR / HARD PRODUCTS / CHEESE



Report Begin Date	Report End Date	Published Date	Office Name	Office Code	Office City	Office State	Market Location Name	Market Location City	Market Location State	Market Type	Market Type Category	Slug Id	Slug Name	Package	Price Avg	Price Min	Price Max	Mostly Low Price	Mostly High Price	Volume Avg	Volume Min	Volume Max	Report Narrative	Region	Origin	Application	Sale Type	Grade	Quality	Price Unit	Off Gra
2018-01-29	2018-01-29	2018-01-31					N/A	N/A	N/A	Point of Sale	Dairy Market	1045	MD_DA530	40 pound Block	2.1125	1.9700	2.2550							Northeast	NA	N/A	N/A	N/A	N/A	Dollars per Pound	N/A
2018-01-29	2018-01-29	2018-01-31					N/A	N/A	N/A	Point of Sale	Dairy Market	1034	MD_DA105	40 pound Block	2.1125	1.9700	2.2550							Northeast	NA	N/A	N/A	N/A	N/A	Dollars per Pound	N/A



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Report

MD\_DA810

Commodity

Select commodity

Market Location

Select market location

State

Select state

Report Begin Date

2018-01-29

Report End Date

2018-01-29

CLEAR

GO

Result

Filter Result

Collapse All

Save as CSV

Save as XML

CHEDDAR / HARD PRODUCTS / CHEESE

Report Begin Date	Report End Date	Published Date	Market Type	Market Type Category	Slug Id	Slug Name	Price Avg	Price Min	Price Max	Mostly Low Price	Mostly High Price	Report Narrative	Region	Origin	Sale Type	Freight	Quality	Organic	Price Unit	Volume Unit	Desc
2018-01-29	2018-01-29	2018-01-31	Point of Sale	Dairy Market	1084	MD_DA810	2.1125	1.9700	2.2550				Northeast	NA	N/A	Delivered	N/A	N/A	Dollars per Pound	Mixed Lots (1000-5000 pounds)	

Show 10 entries

PROCESS AMERICAN / HARD PRODUCTS / CHEESE

Report Begin Date	Report End Date	Published Date	Office Name	Office Code	Office City	Office State	Market Location Name	Market Location City	Market Location State	Market Type	Market Type Category	Slug Id	Slug Name	Package	Price Avg	Price Min	Price Max	Mostly Low Price	Mostly High Price	Volume Avg	Volume Min	Volume Max	Report Narrative	Region	Origin	Sale Type	Freight	Qu
2018-	2018-	2018-01-					N/A	N/A	N/A	Point of	Dairy	1084	MD_DA810	5 pound	1.7225	1.4825	1.9625							Northeast	NA	N/A	Delivered	N

Preferences

Cheddar / Hard Products / Cheese


☒ Report Begin Date
 ☒ Report End Date
 ☒ Published Date
 ☐ Office Name
 ☐ Office Code
 ☐ Office City
 ☐ Office State
 ☐ Market Location Name
 ☐ Market Location City
 ☐ Market Location State
 ☒ Market Type
 ☒ Market Type Category
 ☒ Slug Id
 ☒ Slug Name
 ☐ Package
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 ☐ Price Max
 ☒ Mostly Low Price
 ☒ Mostly High Price
 ☐ Volume Avg
 ☐ Volume Min

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### Northeast Wholesale Cheese Report

**Market** Cheese

**Market Type:** [Point of Sale](#)

**Provided by** Dairy Market News


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**Last Name:** Gaynor

**Roles:**

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We will continue:

- To add the remaining Market News reports and data over the next 12 months
  - Cotton and Tobacco by April
  - Poultry in the Summer
  - Remaining Livestock and Grain by the New Year
  - Specialty Crops in March 2019
- Add and adjust features to better serve our customers
  - Customer feedback and interaction drive our
- Shut down the Market News Portal



Contact MARS Team at: [mars@ams.usda.gov](mailto:mars@ams.usda.gov)

# Final Thoughts

**MARS uses 21<sup>st</sup> century tools and big datasets to provide better coverage, smarter information, faster access!**



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# Questions?



**Joseph (Joe) Gaynor**

My Market News  
Project Coordinator  
AMS Market News

Telephone: 202.720.9351  
Fax: 202.720.4844  
Email: [mars@ams.usda.gov](mailto:mars@ams.usda.gov)

