

Today is _____, _____ the _____. This is Ken Morgan's Northcoast Ag Report, our lead story is about _____ when we return

LONGSTANDING CALIFORNIA DAIRY RELIES ON REGISTERED HOLSTEINS

Audio with Patrick Maddox, RuAnn Dairy, Riverdale, California

Through years of challenges and opportunity, a dairy farmer's resiliency is tested and proven. That's certainly the case for the current market situation.

A California dairy farmer shares how his family has diversified their operation through high-quality Registered Holstein genetics.

Near the heart of California's San Joaquin Valley sits RuAnn Dairy — a farming operation established by the Maddox family more than 60 years ago.

In that time, they've experienced many of the dairy market's unpredictable ups, and downs...tape

Cut #1 :14 OC:...“dairyman worldwide.”

That's Patrick Maddox, who together with his brother Steve, manages the family's diversified dairy that's home to more than 5,000 cows on two locations. In addition to selling fluid milk, they market elite dairy cattle genetics by selling bulls to commercial dairy producers and exporting embryos internationally.

Maddox relies on programs and services offered by Holstein Association USA to achieve genetic goals and progress, including the packaged program Holstein COMPLETE, which covers registration and classification...tape

Cut #3 :17 OC:...“well for us.”

Visit [Holstein usa dot com](http://Holstein.usa.com) to learn more.

Trump Deal on China's ZTE May Reduce Ag Tariff's

A possible agreement between President Trump and China that would relax penalties on a Chinese telecom company could ease the agriculture tariff threats. Trump is talking with China to ease restrictions on ZTE, a smartphone company that shut down major operating activities last week after Trump's seven-year export ban stemming from trade violations. A source close to the talks says a "mini-deal is in sight" that would give China relief for ZTE, and return to "status quo" for U.S. agriculture, according to the Hagstrom Report. China has threatened tariffs on U.S. agricultural products, including soybeans and pork, and has slowed the importation of U.S. ag products by inspecting each export container. The threats stem from Trump's steel and aluminum import tariff.