

RSS Feed Now Available for Selected MA Announcements and Publications



The Market Administrator's website for the Pacific Northwest (FO 124) and Arizona (FO 131) Orders now features an RSS feed for the most recent price and other announcements to help disseminate and deliver timely market information to handlers, producers and other interested parties.

RSS stands for Really Simple Syndication and is designed to provide users with a way to self-subscribe to and access frequently published items of interest to them through their internet browser. See **How to Subscribe** below. Common terms used to describe this software technology include RSS feeds, web feeds, or channels. A good description of RSS can be found in the box titled "Syndication" at the Dairy Market News Information portal at <http://www.marketnews.usda.gov/portal/da>. While the Market Administrator's office has only one RSS feed, users can subscribe to any number of RSS feeds and are notified of new items in each feed as they become available. RSS helps deliver information on the availability and links to new items of interest to the user instead of their having to visit a website to check for availability or wait for a fax or an email or the mail.

The MA office has the following announcements and publications for the Pacific Northwest and Arizona Orders incorporated into its RSS Feed:

- **Advanced Class Price Announcement:** The minimum price for milk used in Class I/II [1124.50-53]. Announced on or before the 23rd of the month for the following month.
- **Class I Price Conversion Worksheet:** A conversion of the Class I price to selected butterfat tests and container sizes. Published on or before the 23rd of the month for the following month.
- **MA Report:** A monthly summary of market data and other information [1000.25(8) & 1000.86(a)]. Published by the end of the month, showing data for the previous month.
- **Final Class Price Announcement:** The minimum prices for milk used in Class II/III/IV [1124.50-53]. Announced on or before the 5th of the following month.
- **Uniform Price Announcement:** The minimum price payable to producers and cooperatives [1124.62/1131.62]. Announced on or before the 14th of the following month.

How to Subscribe

To subscribe to the MA's RSS feed, simply click on the link next to the orange RSS Feed icon at <http://www.fmmaseattle.com> and click "Subscribe to this feed." After subscribing and on the next price or publication announcement date, you need only to click on the Favorites icon in your internet browser and then the Feeds tab. Bolded items on the Feed list indicate new items are available. More information on what RSS represents can be found in the masthead of the subscription page. Once you have subscribed, Feed properties can be set under View Feed Properties on the right hand side of the Feed page. For further information on the MA's RSS feed, please contact John Mykrantz at (425) 487-6009 or fmmaseattle@fmmaseattle.com.