

Pa. Milk Use Increases

Pennsylvanians, bucking the national trend of decreased milk consumption, drink more milk today than ever before according to a study just completed by the Pennsylvania Milk Control Commission.

State residents now drink a glass and a half of milk per day compared to a little over one glass of milk in 1946 . . . or 12 ounces today, compared to 10 and 4/10 ounces in 1946. Milk consumption increased 15% per capita during the period surveyed by the state agency.

In direct opposition to recent news that milk consumption nationally is decreasing, the Pennsylvania trend up-

ward ought to come as good news for state dairymen selling milk in the state. Pennsylvania dairy farmers last year produced milk valued at over 323 million dollars, as dairying continued to be agriculture's top money earner in the Keystone state.

The Milk Control Commission credited work by the many agencies promoting the sale of milk with a major share of the responsibility for the increase in Pennsylvania's milk consumption.

Commission Chairman, Simon K Uhl said, "These agencies stress well balanced diets, including milk and other dairy products. This has been extremely successful in major urban areas such as Philadelphia, Pittsburgh and Scranton-Wilkes-Barre.

Uhl also pointed out that Pennsylvania consumer milk prices have continually been lower than most surrounding states for the past 15 years. He said that in Pennsylvania during June, an average of 26 2c was charged per quart of home delivered milk. The national average during June was 26 8c.

Quoting from the June issue of the U.S. Department of Agriculture's Fluid Milk and Cream Report, Milk Commission Chairman Uhl said milk prices ranged from 28c to 31 1/2c in most surrounding states. Ohio, only nearby state with lower consumer prices about one cent lower than Pennsylvania, had very dairy farmer milk prices averaging


about \$1.20 per hundred lbs of milk less than in Pennsylvania according to state milk agency officials.

Data to back up increased milk consumption claims in the Commonwealth, show a population of 10,196,000 in 1946, drank an average of 10 and 1/10 ounces per day based on dairy consumption of 2-432,100 quarts of milk. In 1961, the state's population had increased to 11,319,000 who drank 3,119,000 quarts of milk and other fluid milk items per day for a 12 ounce per person daily consumption record.

The 11.01% increase in population over the period, and 28.25% increase in sales, twice daily milking for 305 resulted in a 15% increase in days

Milk price control advocates say Pennsylvania's law has helped strengthen the state dairy industry without pushing consumer prices out of line and without hurting consumption.

In the herd of Masonic Homes, Elizabethtown Pa., a six year old registered Ayrshire cow named Masonic Homes Constance has completed an official milk production record of 14760 pounds, with 605 pounds of butterfat, on and 28.25% increase in sales, twice daily milking for 305



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*Based on final reports in 1959-60 Random Sample Tests in Ariz., B.C., Calif., Fla., Ia., Minn., Mo., C.N.Y., W.N.Y., N.C., Pa., Tenn., Tex., Utah, and Wisc.

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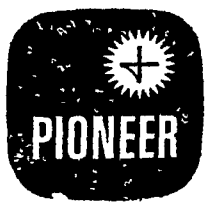


AFTER COMPLETING RECORD The same cow after having produced 23,044 lbs. of milk and 941 lbs. of fat as a 4 year old. Note the extreme dairyness and exceptional body condition shown after this cow produced 1 1/2 tons of milk!

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