



**If you're distressed
by high food costs...**



**how do you think the
dairy farmer feels?**

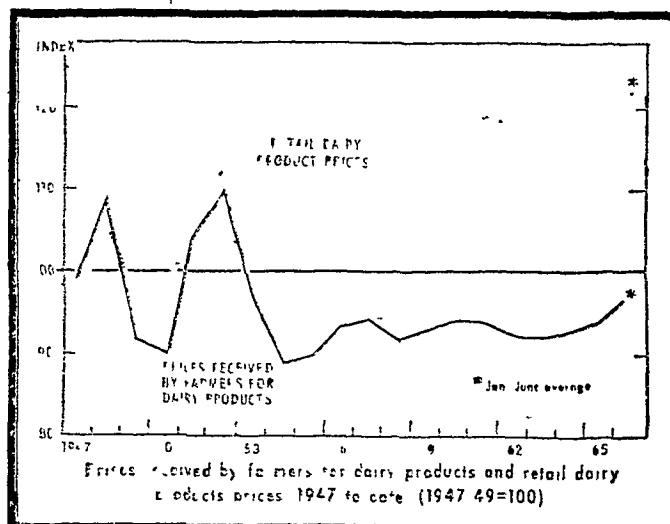
Since 1948 retail food prices have risen an estimated 34 per cent and disposable personal income has nearly doubled. Yet the dairy farmer — who in New York State last year earned the princely wage of 40 cents an hour after costs — is receiving the same price for his milk that he did in 1948. And, the farmer can not exploit family labor any further in efforts to improve efficiency.

Does this sound like today's dairyman is sharing in the fruits of our high-flying economy in which most of us are earning more, buying more, enjoying more?

Consider, too, that the price of equipment and supplies the farmer must buy has doubled and tripled since 1948. In the last five years the dairyman has been hit by drought conditions that have often forced him to buy the grain and hay he used to raise himself. Yet when he goes out to borrow money — as he must, because of his plight — he often finds interest rates so high that he is forced to quit farming. Last year more than 5,000 dairymen in New York, Pennsylvania and Vermont went out of business . . . because costs were too high, returns too low.

Eastern Milk Producers — the bargaining cooperative with 10,000 dairy farmer members in the above states — feels Mrs. Consumer should realize that food prices had to rise and probably should go higher. Everything else (wages, transportation, processing, sales costs) has increased in price during this period of prosperity, and these all affect the price of food.

But let's not make the dairyman the scapegoat for a situation over which he has no control. As you can see from the chart on the right, the farmer is not getting higher prices.



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