

## 4-Point Program

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Presently, the processing of filled milk and the production of imitation milk in dairy plants is not a legal operation in every state; nor is it legal in interstate commerce. Such a situation however, is only a matter of time.

Dairy men should draw upon experiences of the past . . . when efforts to legislate consumer demand and to obtain some measure of protection for butter in the face of the onrush of oleo margarine were both unsuccessful and ineffective. Dependence on protective legislation can be expected to be less effective as a means of meeting the challenge of filled milk and imitation milk in the immediate future than was the case with oleomargarine.

Probably no other development in recent history has brought such a positive and immediate reaction in the dairy industry as the threats posed by

filled milk and imitation milk to the economic life of the dairy industry at the producer level.

It is the producer who is going to have to find the solution to the problems posed by this threat to the market for fluid milk and fluid dairy products, for it is he and not the processor or the distributor or the retailers who will suffer losses as the products continue to encroach on the market for fluid milk and fluid dairy products.

We would like to set forth four points which we believe offer a substantial measure of opportunity for the industry to meet successfully the challenge of filled and imitation milk and fluid dairy products.

**I. Double standardization.** Alteration for fluid consumption of normal milk from its naturally produced composition is now an accepted practice in most markets. This standardization generally results in a reduction in the fat content of milk sold in

fluid form. Carefully conducted consumer preference studies indicate that, as the fat solids of normal milk are reduced below those normally produced by any breed of dairy cattle, the nonfat nutrients (SNF) need to be increased above the level normally produced by any dairy cattle breed.

If consumption of milk is to be maintained or increased, optimum consumer preference levels of milk composition must be met. Therefore, permissive regulations for the downward standardization of the fat content of milk marketed in fluid form for human consumption should be balanced by similar permissibility for the upward standardization of the nonfat nutrients of the fluid product with milk products which have met the same sanitary standards.

**II. Restructure the pricing of milk and revise the use classification of milk.** In the future, producer pricing formulas should be based on payment for all nutrients in the milk, including both fat solids and nonfat solids. Except for the well-established fat differential, effort should be made to avoid pricing on the basis of single nutritive components of milk, such as protein, since they are not separable in normal dairy plant operations. A satisfactory and realistic relationship for the pricing of fat solids and nonfat nutrients may vary between areas, markets, and market-wide utilization. It is only reasonable and logical, however, that the producer be paid for the total nutrients he delivers to the processor rather than a portion of his product. It will be necessary to move carefully and cautiously into such a program.

Every effort should be made to avoid weaknesses associated with payments on a direct ratio basis for any or all constituents, particularly in milk for fluid consumption. Basic quantities of such constituents in Class I milk (fluid consumption) command a price in the market-place greater than the market value of the constituents — and this valuation should be reflected in the basic price that is paid to producers.

**III. Give strong financial support to advertising, promotion, and educational programs for milk and dairy products.** It goes without saying that extensive advertising and promotion of milk and dairy products are a "must" in the highly competitive American market. Therefore, there should be little need to urge dairymen to support the present effort of the American Dairy Association to raise its budget to a \$55 million level. Nothing less can be considered adequate for the dairy industry to maintain its competitive position from a promotional point of view and to provide the necessary financial support to keep real milk and dairy products in the forefront of consumer thinking.

**IV. Disallow the use of the word "milk" in the labeling of filled or imitation dairy products.** There are those who feel that the word "imitation" or "filled" with the word "milk" tends to tell the consumer that the product is not the "real McCoy." We feel quite the opposite since the American consumer often has come to accept the word "imitation" as being as good or better than the real product.

We feel quite strongly that the labeling of any imitation or filled product with the word "milk," and thereby dignifying it with the wholesome image of milk, is definitely an encroachment on the real product and should not be permitted. If it did not have consumer appeal or sales value, we are confident that it would not be used by the purveyors of imitation or filled milk. For this reason, we strongly urge that efforts be put forth to deny the right to use the word "milk" on any product which is not completely and entirely milk. Similarly, other words common to dairy products should not be permitted on filled or imitation products.

With strong conviction, we believe that there is no single answer to the present challenge which the dairy industry faces. Advertising and promotion alone will not do the job. Pricing alone is not the answer. Legislation alone will not be effective. On the contrary, we believe that

the answer lies in the multiple actions which we have suggested, all of which must be coordinated and synchronized into a massive effort on all fronts.

Once again the crisis which we face emphasizes the need within the industry for a well-directed, coordinated, organized effort on behalf of the dairy farmers . . . a thrust on many fronts powered singularly by the full resources of the dairy farmers of our country.

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