4-Point Program

filled milk and the production of dustry at the producer level. imitation milk in dairy plants is. It is the producer who is go-

ure of protection for butter in fluid dairy products. the tace of the onrush of oleo lenge of filled milk and imita ad dairy products. tion milk in the immediate fu- I Double standardization. Al

filled milk and imitation milk to Presently, the processing of the economic life of the dairy in

not a legal operation in every ing to have to find the solution state: nor is it legal in inter- to the problems posed by this state commerce. Such a situal threat to the market for fluid tion however, is only a matter milk and fluid dairy products. for it is he and not the processor D. rrymen should draw upon or the distributor or the retailers experiences of the past . . . when who will suffer losses as the efforts to legislate consumer de products' continue to encroach mard and to obtain some meas- on the market for fluid milk and

We would like to set forth four margarine were both unsuccess- points which we believe offer a ful and ineffective Dependence substantial measure of opporon protective legislation can be tunity for the industry to meet expected to be less effective as successfully the challenge of a means of meeting the chal filled and imitation milk and flu-

ture than was the case with ol teration for fluid consumption of cation of milk. In the future, normal milk from its naturally Probably no other develop produced composition is now an ment in recent history has accepted practice in most mar brought such a positive and im- kets. This standardization gen mediate reaction in the dairy in- erally results in a reduction in dustry as the threats posed by the fat content of milk sold in

those normally produced by any without saying that extensive ad- massive effort on all fronts. breed of dairy cattle, the nonfat vertising and promotion of milk nutrients (SNF) need to be in- and dairy products are a "must" creased above the level normal- in the highly competitive Amerily produced by any dairy cattle can market. Therefore, there breed. Should be little need to urge

be maintained or increased, op- effort of the American Dairy Astimum consumer preference lev- sociation to raise its budget to els of milk composition must be a \$55 million level. Nothing less met. Therefore, permissive reg- can be considered adequate for ulations for the downward stand- the dairy industry to maintain ardization of the fat content of its competitive position from a milk marketed in fluid form for promotional point of view and to human consumption should be provide the necessary financial balanced by similar permissibil- support to keep real milk and ity for the upward standardiza dairy products in the forefront tion of the nonfat nutrients of the fluid product with milk prod sanitary standards.

solids Except for the well-estab on the basis of single nutritive product components of milk, such as protein, since they are not separa ble in normal dairy plant opera product with the word "milk," into such a program

particularly in milk for fluid con- products ducers

If consumption of milk is to dairymen to support the present of consumer thinking

IV. Disallow the use of the ucts which have met the same word "milk" in the labeling of filled or imitation dairy prod-II . Restructure the pricing of ucts. There are those who feel milk and revise the use classifi. that the word "imitation" or "filled" with the word "milk" producer pricing formulas tends to tell the consumer that should be based on payment for the product is not the "real Mcall nutrients in the milk, includ. Coy." We feel quite the opposite ing both fat solids and nonfat since the American consumer often has come to accept the lished fat differential, effort word "imitation" as being as should be made to avoid pricing good or better than the real

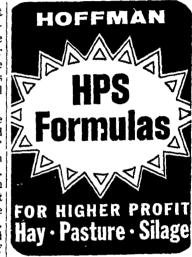
We feel quite strongly that the labeling of any imitation or filled tions A satisfactory and realistic and thereby dignifying it with relationship for the pricing of the wholesome image of milk, fat solids and nonfat nutrients is definitely an encroachment on may vary between areas, mar the real product and should not kets, and market-wide utiliza be permitted If it did not have tion It is only reasonable and consumer appeal or sales value, logical, however, that the pro- we are confident that it would ducer be paid for the total nu- not be used by the purveyors of trients he delivers to the proces- imitation or filled milk. For this sor rather than a portion of his reason, we strongly urge that product It will be necessary to efforts be put forth to deny the move carefully and cautiously right to use the word "milk" on any product which is not com-Every effort should be made pletely and entirely milk Simto avoid weaknesses associated ilarly, other words common to with payments on a direct ratio dairy products should not be perbasis for any or all constituents, mitted on filled or imitation

sumption Basic quantities of With strong conviction, we besuch constituents in Class I milk lieve that there is no single an-(fluid consumption) command a swer to the present challenge price in the market-place great which the dairy industry faces er than the market value of the Advertising and promotion alone constituents - and this valua will not do the job Pricing alone tion should be reflected in the is not the answer Legislation basic price that is paid to pro alone will not be effective On the contrary, we believe that

fluid form. Carefully conducted III. Give strong financial sup- the answer lies in the multiple consumer preference studies in port to advertising, promotion, actions which we have suggestdicate that, as the fat solids of and educational programs for ed, all of which must be coordinnormal milk are reduced below milk and dairy products. It goes ated and synchronized into a

> Once again the crisis which we face emphasizes the need within the industry for a welldirected, 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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