Imitation Milk (Continued from Page 17)

40% thought it had the same nutritional value.

Impact on Dairy Farmers A conservative estimate is that



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loss of 3% of the Class I market a test group thought the imita- estimate is that loss of 5% of mer, according to estimates of exports in 1946-68. tion tested the same as milk; the market would cut producer the Economic Research Service. prices 10%.

The greatest impact might not formance include: be the immediate loss of income but the permanent loss of markets. Markets for about 40 billion pounds of milk lost in the they totaled an estimated \$6.4 past 25 years have cost produc- billion. This is about twice the cultural goods in recent years ers \$1.25 to \$2 billion a year.

What's the Answer?

solution to the imitation milk past 5 years. problem. Coordinated action on all fronts - legislative, nutrition, education, advertising and research - is required. None can effectively fight substitutes

The wisest course seems to be 'play it cool." While questionable nutritional value and lack of composition standards certainly make imitations vulnerable, a "blast 'em out of the water" approach could well hurt dairy products more than help

ADA is now conducting intensive research on consumer attitudes to try and find the best and more competitive, stressing percent. the qualities of the real thing, such as "honest to goodness milk" ADA delegates have set ly diversified. But year in and a new funding goal of one percent of producer income to pro- have included wheat, cotton. vide a more effective budget corn, soybeans, tobacco, and Many markets have already sharply increased their advertistions that exist among consuming programs The association is ers. working harder than ever to get full producer support for adver- to provide fairer pricing of dairy tising programs, and has creatingredients used in imitations, ed a new research division to but also to provide definitions find new and improved dairy and composition standards, and products that can compete more labeling requirements for both effectively with substitutes.

National Dairy Council working hard to provide sorely needed nutrition research and education on imitations, not only to develop reliable data, but also to correct the many misconcep-

Farm Exports Top \$100 Billion

Notable points about this per-

An uptrend in the value of

A switch from emphasis on Government programs early in the period to mostly farm trade for dollars later. Aided shipments were heaviest in relation to total farm trade in the early postwar years as the United States helped rebuild the wartorn economies of Europe and Asia. In the late forties, the value of aided exports about equaled the value of exports for dollars. In cent years, dollar trade has been running ahead by a ratio of 4 or 5 to 1.

Top \$100 Billion

A fairly stable relationship way to compete against imita- between the value of agriculturtions. Advertising campaigns al and total U.S. exports, with have been made harder-hitting agriculture making up about 25

U.S. farm product exports over the years have been wideyear out, leading commodities

Legislation is vital, not only dairy products and imitations.

U.S. agricultural exports since rice. Altogether, these products to imitations would cont produc- World War II are passing \$100 have accounted for about twoers \$35 million a year. Another billion in total value this sum- thirds of the value of our farm

Export expansion has been the rule. In 1946, for example, were valued at \$610 million. For

Leading takers of U.S. agrination customer.

Here's a special message for dairymen by way of Dr. Sam Guss, our Extension Veterinarian at Penn State. It relates to the practice of permitting milking cows to get into farm ponds or muddy creeks during the hot summer months. Coliform organour wheat and flour shipments isms abound in stagnant water; these can enter the udder our agricultural exports. For the year just ended they likely through the teat canal and cause the year ended this June 30, topped \$1.4 billion. tremely hot weather we have noticed many herds of cows more annual values recorded in the have been the European Com- than half submerged in farm late forties. Exports have ex- mon Market countries as a ponds and standing in deep There obviously is no single ceeded \$6 billion in each of the group, and Japan. Twenty years creek water; when this happens ago, both were still reeling they are exposing their udders from the effects of World War to mastitis infection. Under agricultural shipments under II. Each year since 1960, the these conditions, and no doubt EEC has taken more than \$1 to the dissatisfaction of the cows, billion worth of our farm pro- it might be better to provide ducts. And Japan has become artificial shade with electric our most significant single- fans for ventilation and even a mist spray for added comfort.

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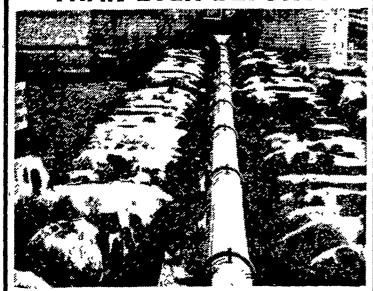
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