

● Imitation Milk
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a test group thought the imitation tested the same as milk; 40% thought it had the same nutritional value.

Impact on Dairy Farmers
A conservative estimate is that

loss of 3% of the Class I market to imitations would cost producers \$35 million a year. Another estimate is that loss of 5% of the market would cut producer prices 10%.

The greatest impact might not be the immediate loss of income but the permanent loss of markets. Markets for about 40 billion pounds of milk lost in the past 25 years have cost producers \$1.25 to \$2 billion a year.

What's the Answer?

There obviously is no single solution to the imitation milk problem. Coordinated action on all fronts — legislative, nutrition, education, advertising and research — is required. None can effectively fight substitutes alone.

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 them.

ADA is now conducting intensive research on consumer attitudes to try and find the best way to compete against imitations. Advertising campaigns have been made harder-hitting and more competitive, stressing the qualities of the real thing, such as "honest to goodness milk." ADA delegates have set a new funding goal of one percent of producer income to provide a more effective budget. Many markets have already sharply increased their advertising programs. The association is working harder than ever to get full producer support for advertising programs, and has created a new research division to find new and improved dairy products that can compete more effectively with substitutes.

National Dairy Council is 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

U.S. agricultural exports since World War II are passing \$100 billion in total value this summer, according to estimates of the Economic Research Service.

Notable points about this performance include:

An uptrend in the value of our agricultural exports. For the year ended this June 30, they totaled an estimated \$8.4 billion. This is about twice the annual values recorded in the late forties. Exports have exceeded \$6 billion in each of the past 5 years.

A switch from emphasis on agricultural shipments under 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 war-torn 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 between the value of agricultural and total U.S. exports, with agriculture making up about 25 percent.

U.S. farm product exports over the years have been widely diversified. But year in and year out, leading commodities have included wheat, cotton, corn, soybeans, tobacco, and

tions that exist among consumers.

Legislation is vital, not only to provide fairer pricing of dairy ingredients used in imitations, but also to provide definitions and composition standards, and labeling requirements for both dairy products and imitations.

rice. Altogether, these products have accounted for about two-thirds of the value of our farm exports in 1946-68.

Export expansion has been the rule. In 1946, for example, our wheat and flour shipments were valued at \$610 million. For the year just ended they likely topped \$1.4 billion.

Leading takers of U.S. agricultural goods in recent years have been the European Common Market countries as a group, and Japan. Twenty years ago, both were still reeling from the effects of World War II. Each year since 1960, the EEC has taken more than \$1 billion worth of our farm products. And Japan has become our most significant single-nation 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 organisms abound in stagnant water; these can enter the udder through the teat canal and cause severe cases of mastitis. In extremely hot weather we have noticed many herds of cows more than half submerged in farm ponds and standing in deep creek water; when this happens they are exposing their udders to mastitis infection. Under these conditions, and no doubt to the dissatisfaction of the cows, it might be better to provide artificial shade with electric fans for ventilation and even a mist spray for added comfort.

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