

**AUG. MILK PRODUCTION 1% LESS THAN 1967**

U.S. milk production in August is estimated at 9,567 million pounds, one percent less than a year earlier and 5 percent below the 1962-66 August average. Average daily milk production for August was down 6 percent from July, same change as a year earlier. Total milk production in the first 8 months of 1968 was 1.5 percent less than a year earlier. August production provided 1.53 pounds of milk per person daily for all uses, com-

**Twenty-Four Cent Price Increase Announced At Dairy Conference**

"The 24-cent increase in the farm price of milk for Order 4 dairy farmers is one of many bargaining successes Inter-State Milk Producers' Cooperative has completed for Delaware Valley farmers this year," Dr. James E. Honan general manager, announced this week at the opening of a two-day conference on current dairy marketing activities at the Benjamin Franklin Hotel. Melvin M. Brendle, Daniel L. Martin and Robert B. McSparran, Inter-State directors serving the area, and field representatives Mack A. Newton, Charles E. Cowan and Andrew A. Marvin, attended this conference.

Dr. Honan keynoted the meeting on the subject of "Mergers and Federations," a national movement of dairy cooperatives.

Wilbur Seipt, president of Inter-State, presided over the conference.

Dr. Paul E. Hand, Inter-State's economist included in his remarks federal orders and federal hearings, Class I prices and state milk orders.

Other speakers on the program included Golden W. Davis, management assistant, Florence Schultz, treasurer, and Terry Albright IBM programmer.

The above named field representatives reported to the group regarding current local problems of milk procurement, hauling and quality farm inspection. Information discussed at this

**GI'S RATE MILK BEST ARMY FOOD**

Milk received the highest rating of "best liked" food in Army food preference surveys conducted in 1960 and 1967; on a graduated nine-point scale, fresh milk ranked 8.60 and 8.36, respectively. Scoring weight of 9 meant "Like extremely;" of 8, "Live very much." Martin S. Peterson, writing in the May '68 issue of Food Engineering, points out that the scale was used to rank the "best liked"

and "least liked" foods of 20,000 U.S. enlisted personnel stationed in the U.S. The survey included a number of variables such as age, education, length of service, size of home town, and region of origin. The 1967 survey indicated that steak ranked second to milk with an 8.30; that older soldiers preferred soups and vegetables; that preference for mashed potatoes decreased with increased education; that preference for cheeses was high among married men and soldier living off post.

conference will be presented to local dairymen during the fall and winter months. This information will be used by local dairymen to assist their immediate and long-range planning of producing high quality milk.

In attendance the second day of the conference were the presidents of the four secondary markets of Inter-State Milk Producers' Cooperative, as follows: Randall Albright, Warriors Mark, Pa.; Altoona-Huntingdon market; Roy H. Book, Ronks, Pa. Lancaster market; Arthur Griscom, Salem, N.J., Trenton-South Jersey market; and Carlton Blendt, Jr., Townsend, Del., Wilmington market.

"Although the comparison was not on a one-to-one basis, the foods liked best and least do not vary greatly from the results of a 1960 survey. American youth are not rebels when it comes to food, but are 'as normal as blueberry pie.' They like almost extremely fresh milk, strawberry shortcake, grilled steak, ice cream, fried chicken, French fries, roast turkey, hot rolls and hot biscuits. They also liked fresh sliced tomatoes, 7.81 worth—the same score given apple pie."

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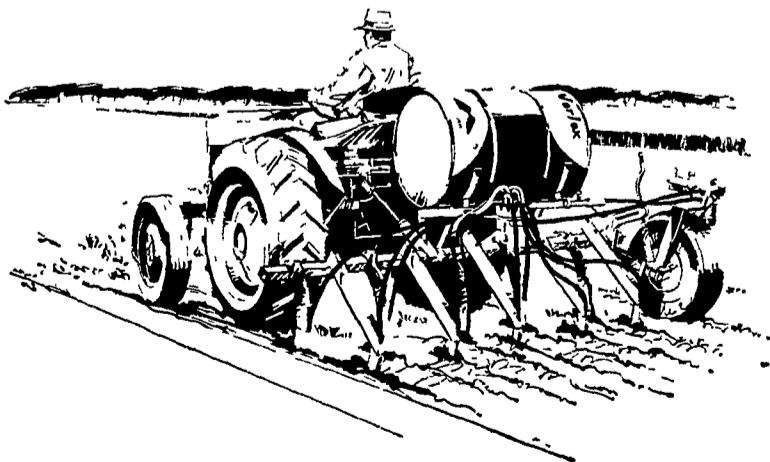
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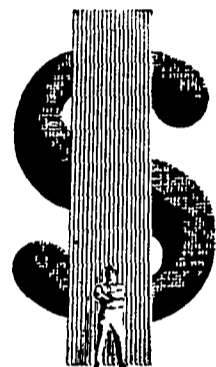
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