

# Study Cites Need For Dairy Product Research And Development Program

The dairy industry has an urgent need and an excellent opportunity to produce new uses for milk that would benefit dairy farmers through an aggressive dairy product research and development program, a professional advisor to top American corporations has concluded after a three month study.

The statement is made in a report to American Dairy Association by McKinsey and Co., an international firm of management consultants hired to help guide the organization of the ADA research and development division, formed early this year.

After a detailed review of current dairy industry research efforts, McKinsey and Co. concluded that "an intensive dairy product research and development program is urgently needed to counter the growth of dairy substitutes and imitations and to overcome the decline in per capita consumption of natural milk products."

"While substantial effort will be required to put a significant program into operation, the opportunities for creating fundamental new uses of milk products on which the economic health of the American dairy farmer depends makes the effort clearly worthwhile."

The report notes that only minor efforts have been made to date to find products that will create new demands for milk. All sectors of the dairy industry together will spend only an estimated \$12 to \$13 million on dairy product research in 1968 — about 0.1 percent of industry sales and only one thirtieth of average U.S. industry research and development expenditures of three percent of sales.

"Not only are expenditures small," the report goes on, "but they are spread thinly among nearly 50 private and public organizations and generally are aimed at product modification rather than at finding fundamentally new milk products. In total less than ten percent of all dairy research findings can be classed as product development."

### Standby Generator

The standby generator could be a very important investment on most local farms, many farmers have already made this move. With the winter storm season approaching, power failures are a possibility with immense problems with modern machines and automation. When the electric power fails just before milking time, or time to feed the cattle and no electricity to run the automatic feeders or no power to operate a totally controlled environment poultry or livestock barn, the investment in such a generator might be a life saver. In most cases a power take-off operated generator will be adequate to forestall serious delay or loss; most farmers have a tractor handy to operate this unit. Don't be caught without one this winter.

### Employee Dishonesty

NEW YORK — Although American business suffers astronomical losses estimated at upwards of \$1.5 billion a year because of employee dishonesty, only about 15 to 20 percent of business firms protect themselves against such losses by purchasing fidelity bonds according to the Insurance Information Institute.

"Not only has little attention been given to new milk based products, but some products that have been developed have not been marketed because the developing agency has not had the funds or facilities to conduct necessary market testing and product refinement. Important segments of the consumer market, institutional users and industrial consumers have not received adequate attention."

"The overwhelming need in the dairy industry," according to the management consultant firm, "is for a well-organized effort at one place that is large enough to support research that will lead to fundamental new uses of milk products. This effort must supplement existing programs, yet close the gaps in present fragmented research activities."

"As a national, non-competitive organization, American Dairy Association is the logical sponsor of a unified research and development program," McKinsey and Co. states.

"The long-term objectives of dairy industry research should be to develop important breakthrough markets and to ensure commercialization of attractive new product ideas," the report continues.

It recommends that the focus of efforts during the first two years or so be on the commercialization of products already in existence. Potentially attractive products not exploited because of unproven demand or other factors included frozen milk concentrate, freeze dried milk, spray dried butter, sterile cream, and many others.

Financial requirements for productive research and development were estimated at \$4 million for the first year, with a desirable growth to \$8 million in three years and to about \$18 million in seven years.

"This objective study by McKinsey and Co. confirms the soundness of the decision to create a research and development division in ADA," said ADA general manager M. J. Framberger. "It also provides us professional guidelines in terms of overall strategy, organization, staff requirements, and placement of an R and D program within ADA."

"The findings of this study more than justify the million dollars ADA has allocated for research in 1969," Framberger added, "and provide a sound basis for producers to support a systematic, well-planned, and urgently required research and development program."



Burnell Buchen

### ● Buchen

(Continued from Page 1)

Lancaster and third was Paul Scheuing, Quarryville R1. These prizes were \$50 and \$25 respectively.

The contest is sponsored each year by the local Kiwanis Club, and Jay Irwin, Associate County Agent, served as the judge.

### Fire Victims

NEW YORK — Fire tends to victimize the very old and the very young. The Insurance Information Institute notes that the highest death rate by fire is among persons 65 years of age or older; the second highest rate among children under 5.

### Food Buying For Two Can Be Interesting

Buying small quantities of foods and using convenience foods can make cooking for one or two interesting, says Mrs. Ruth J. Buck, extension foods and nutrition specialist of The Pennsylvania State University.

But the homemaker in a two-person household may need to check her buying habits, especially if she has been used to cooking for a family of several children. No longer are the larger economical size packages necessarily her best buys.

For husband and wife, cereals in large boxes may get stale before they are eaten. A better buy for the retired couple might be individual serving boxes although they are more expensive. Usually one serving pieces of meat may be their choice.

Buying in smaller quantities may mean a larger outlay of cash for each food item, reminds Mrs. Buck. In the long run, however, it is a money saver because fewer stale or spoiled products are thrown away.

Homemakers who use package mixes for baking will have little need for a large sack of flour. And where there are no children in the house, they have cut down on their baking.

It's possible to have a well-balanced meal with little effort and time with the use of convenience foods. A fruit or vegetable salad and a glass of milk will round out the missing nutrients.

**Follow our Alfalfa Program**

0-18-36 — Can include Boron and Chickweed control at your desired rate of application.  
or  
0-26-26

Use our Truck Spreader Service or rental Trailer Spreaders

**ORGANIC PLANT FOOD CO.**  
GROFFTOWN RD., NEXT TO WATERWORKS  
Ph. 392-4963 or 392-0374  
YOUR FULL SERVICE DEALER



**BEHLEN**

**"WAFFLE PANEL" GRAIN TANK**

Take a good look at the new look in grain storage. Only Behlen offers this 2-way, grain-saving protection.

**Vertical & Horizontal Ribbing** gives increased resistance to downward pressure of grain.

**Oval-Tight Double Doors** like a bank vault, seal out weather, rodents and insects.

**Eave-Seal Roof Panels** are grain-tight, bolted direct to the wall panels.

**Choice of sizes, 950 to 47,590 bu.** including 4 new 22' and 4 new 40' diameter models.

For prices, contact:  
**Fred Frey, Mgr.**

**FREY BROS.**

R. D. #2, Quarryville, Pa. 17566  
786-2235 (717)

**Just In Time For Christmas**

**TRUCK LOAD OF LEFT-OVER MODELS**

**GREAT SAVINGS!**



**GENERAL ELECTRIC WASHERS and DRYERS**

- Use our convenient Revolving Charge Plan
- Factory trained servicemen

**L.H. Brubaker INC.**

350 Strasburg Pike, Lancaster  
Ph. 397-5179 — 687-6002