# Study Cites Need For Dairy Product Research And Development Program

The dairy industry has an urcluded after a three month

The statement is made in a report to American Dairy Association by McKinsey and Co, an guide the organization of the firm, "is for a well-organized ef-ADA research and development fort at one place that is large million in seven years

ment program is uigently need- activities ed to counter the growth of daily substitutes and imitations and to overcome the decline in per capita consumption of natural milk products.

"While substantial effort will McKinsey and Co. states. be required to put a significant program into operation, the opportunities for creating fundamental new uses of milk products on which the economic through markets and to ensure basis for producers to support health of the American dairy fort 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 daily industry together will spend only an estimated \$12 to \$13 milhon on dairy product research in 1968 — about O 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 dany 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 approaching, powe uses 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 bain, 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 ac coiding to the Insurance Infor mation Institute

"Not only has little attention It recommends that the focus ket, institutional users and in-cream, and many others dustrial consumers have not received adequate attention

"The overwhelming need in division, formed early this year enough to support research that After a detailed review of will lead to fundamental new Kinsey and Co confirms the current dairy industry research uses of milk products This ef- soundness of the decision to efforts, Mckinsey and Co con- fort must supplement existing create a research and developcluded that "an intensive dairy programs, yet close the gaps in ment division in ADA," said product research and develop- present fragmented research

> "As a national, non-competitive organization, American Dairy Association is the logical ganization, staff requirements, sponsor of a unified research and development program,"

gent need and an excellent op- been given to new milk based of efforts during the first two portunity to produce new uses products, but some products years or so be on the commerfor milk that would benefit that have been developed have cialization of products already dairy farmers through an ag- not been marketed because the in existence Potentially attracgressive dany product research developing agency has not had tive products not exploited beand development program, a the funds or facilities to conduct cause of unproven demand or professional advisor to top necessary market testing and other factors included frozen American corporations has con- product refinement Important milk concentrate, freeze dried segments of the consumer mai- milk, spray dried butter, sterile

Financial requirements for productive research and development were estimated at \$4 international firm of manage- the dairy industry," according million for the first year, with a ment consultants hired to help to the management consultant desirable growth to \$8 million stude the organization of the in three years and to about \$18

> "This objective study by Mc-ADA general manager M J. Framberger "It also provides us professional guidelines in terms of overall strategy, orand placement of an R and D program within ADA.

"The findings of this study more than justify the million "The long-term objectives of dollars ADA has allocated for dairy industry research should research in 1969," Framberger be to develop important break- added, "and provide a sound commercialization of attractive a systematic, well-planned, and faimer depends makes the ef- new product ideas," the report urgently required research and development program'

Burnell Buchen

#### Buchen

(Continued from Page 1)

Lancaster and third was Paul

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 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 twoperson 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 Scheuing, Quairyville R1 These cash for each food item, reminds prizes were \$50 and \$25 respec- 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 childien in the house, they have cut down on their baking

It's possible to have a wellvery young. The Insurance In-balanced meal with little effort formation Institute notes that and time with the use of conthe highest death rate by fire is venience foods A fruit or vegeamong persons 65 years of age table salad and a glass of milk or older; the second highest rate will round out the missing nutrients.

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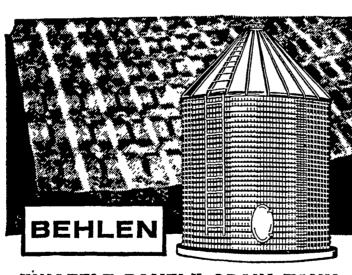
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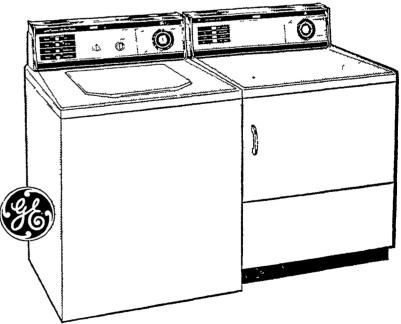
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