

**● Dairymen's**  
(Continued from Page 9)

are not willing to provide a product in the manner the consumer wants it the consumer will make her purchases somewhere else

If agriculture is to prosper a good research and development program is absolutely necessary. In spite of the expense it will be rewarding because (1) survival of our industry may ultimately depend upon it, and (2) increase profit margins are inherent in changed products. There's an old axiom in the research and development business — If you really want to make money, you've got to transform the raw product. This is best exemplified by the market for snacks. A few years back some typical snacks were crackers, potato chips, nuts and perhaps some popcorn. Now, it's grown to a business grossing close to \$1 billion a year. Why? Because large companies such as General Mills, Nabisco, Ralston Purina and dozens more saw profit possibilities pointed out by market research. They did their research and development homework, test marketing and promotion. They're now making millions transforming a few pennies' worth of raw grains and syrups into dollars' worth of heavily promoted and nicely packaged products. And, people buy these snack products by the carload!

I'm not selling research and development down the river by pointing out tremendous costs and many failures, I merely want to put research and development in the proper perspective. The benefits from research and development, once given support, will come slowly but surely and profitably.

**Consumer Preference**

Imitation products are being brought to light by service demands by consumers. And, farmers aren't very concerned about them. In addition to this demand from consumers directly for imitation products, there

is an indirect demand by the consumers' eating habits. Today we must cater to institutions who feed our consumers at the rate of one meal in three away from home.

A statement was made in 195 A.D. nature loves to make change and change makes progress. Imitation products have had some success because of consumer attitudes. Consumers have accepted the idea of new products and so a new substitute product is no surprise to the consumer.

Other consumer attitudes must be examined to realize why the consumer has accepted substitute products. The American consumer is "brand named" to death. Practically every product we use has a national brand name attached to it. So, our American consumers are conditioned to brand names.

The consumer was not surprised by the term "imitation milk." The consumer reaction to imitation milk was the same reaction as there was to oleo. Imitation milk was what it was expected to be, an imitation. However, the consumer has demanded that the imitation product she eats must taste close to the original product.

Consumers will try new products even without a price differential. Farmers in their concern for substitute products have failed in the past to venture into consumer research to determine just what consumers do know about your product. As an example, in milk we found the following levels of knowledge among consumers: 91% of the persons surveyed considered milk a nutritive product and knew that the body got 75% of its calcium from milk and milk products; however, 41% did not know that imitation milk had no milk in it, and 11% thought it was a special diet beverage. Consumer knowledge of the calorie content of milk proved that 59% thought that imitation milk was lower in calories; 10% thought it was higher; and 58% of the consumers surveyed said imitation milk had a higher proportion of vegetable fat in it.

From all of this, we sometimes forget about consumers who complain about our products. To date, agriculture hasn't done much about consumer complaints. When consumers complain, they are heard and listened to by industry people, and if industry does not choose to listen then the Federal government will.

Our communications to con-

sumers today with agricultural substitutes must be an honest type of communication so we will be able to live with it. Food substitutes are here to stay for two reasons: (1) new products are accepted by consumers, and (2) an industry must have new products for economic growth.

**Moon Gazing Thoughts**

Some farmers today speak of their independence and will not participate with any cooperative farm organization. May I remind you that if you're that independent you can enjoy the privilege of working yourself into poverty.

The farmer today must continue to substitute machine for labor.

The agriculture industry must cooperate to test new and innovated products. Many industries today are spending 12% of their gross profit return for advertising and 1% for research and development.

To sell products today through the television media, every commercial will have to be pre-tested before regional or national use.

The labor force in the United

States today is composed of 37% female workers. Any organization that neglects either its business contracts or its political contracts is in peril.

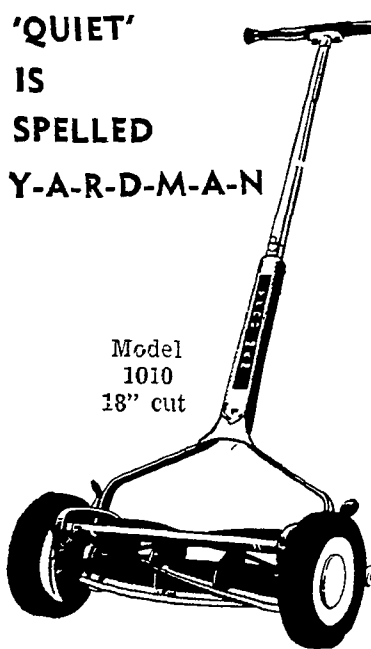
It was Congressman Poage of the House Agriculture Committee who said the 1968 farm program is the last farm bill of this type that will ever pass in the United States Congress.

Of all the needs of agriculture, the one that is most critical today is some type of political action. This can only be done by farmer cooperatives. The "farm bloc" vote, as such, is a dead issue. It is not talked about in political circles. The only real influence farmers have in Washington is through the U.S. Department of Agriculture. Senators and Congressmen are at work to transfer programs from the Department of Agriculture to other departments where Congressional leaders feel action will be more efficient.

**Tested Tools**

What made our country great will continue to do so — if we heed our heritage. It was said (Continued on Page 16)

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Enjoy cold, refreshing milk at every meal and encourage your friends and neighbors to do the same. Get into the habit of drinking milk regularly. Sharp cheddar cheese is a hard-to-beat snack. Select from the wide choice of delicious ice cream flavors when you order or serve dessert.

We're proud that many dairymen in this community are loyal Purina customers. And, we welcome this opportunity to promote the milk and milk products they produce.

Why not make a mid-year resolution to use more of their dairy products in June . . . and throughout the whole year!

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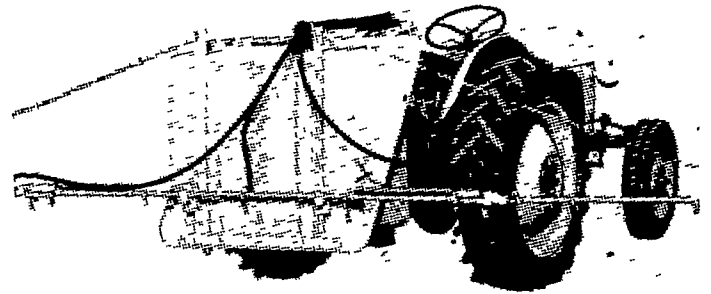
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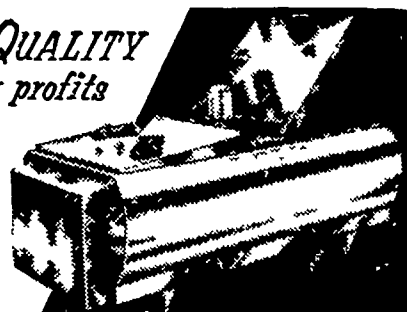
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