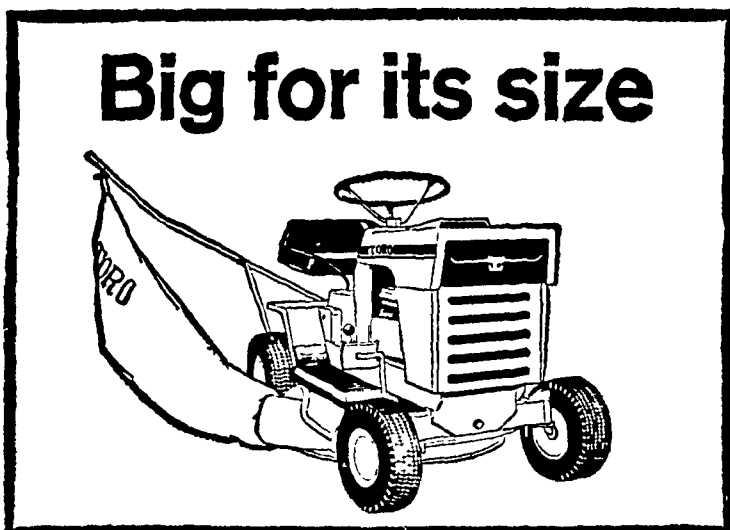


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Joint Action Taken By ADA & NDC To Fund Dairy Industry Research

In order to eliminate competitive fund raising efforts within the dairy industry, the National Dairy Council and American Dairy Association have agreed that Dairy Research, Inc. (DRINC) will "solicit, collect and allocate all funds which are designated for nutrition research from producer sources to the national Dairy Council and allocate such additional funds for the same purpose as determined by the Board of Directors of Dairy Research, Inc."

Ralph C. Chabeneau, president of NDC, and M. J. Framberger, general manager of the ADA, parent organization of DRINC, pointed out that this is an interim arrangement pending the outcome of a management consulting firm's study of the possibility of consolidation of ADA and NDC and the final formation of DRINC's new structure.

DRINC is a not-for-profit corporation formed by the American Dairy Association to undertake product development and market research work to expand the market for milk. This represents a growing recognition among dairy producers of the essentiality of all forms of research. Producer spokesmen indicated that substantial amounts of money have already been committed to both product and nutrition research through DRINC.

The two organizations also endorsed, in principle, the formation of a single research organization for the purposes of product development, market re-

(Continued on Page 36)

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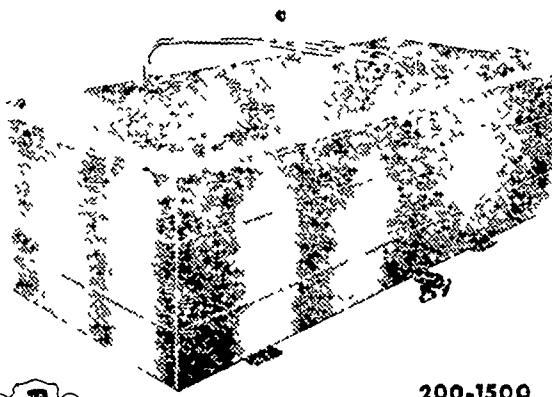
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