

Economic Study Urges Dairy Industry To "Face Up To Marketing Revolution"

According to an economic study, "Prospects for U. S. Consumption of Dairy Products," by Marguerite C. Burk, agricultural economist at the University of Minnesota (Supermarket News, Dec. 8), "The Dairy Industry had better get with it — learn to research consumer wants and tailor output to this demand — since it faces a likely decline in milk-product consumption by 1980 of 5 to 10 percent below the 1968 total of 116 billion pounds." Here are excerpts from the study:

Based on historical trends and projections showing a decline, the report urges the dairy industry to "face up to the marketing revolution. Instead of viewing their output as a sacro-

sanct product which the American public ought to consume in the quantities and forms the producers want to supply, all sectors of the industry must learn to live with the fact that American food industries must research consumer wants for product attributes and tailor their output to demand.

"The largest flour millers recognized this change more than 10 years ago. More recently, the meat packers have decided that they are in the food business, not the meat business.

"Spread of the marketing revolution in the dairy industry will raise the vertical integration problem as large firms systematize their operations and are forced to specify their input

supplies. It is quite possible that large dairy processing firms will develop large-scale milk production facilities in order to control the characteristics and flow of their supplies just as has happened in the broiler industry.

"The shifts in milk use, the marketing revolution, and the current rise in urban consumers' political power will put tremendous pressures on present institutional arrangements for marketing and pricing milk. The shift from pricing based solely on fat content to a mixed pricing system is one facet of change now under way."

The critical change in the consumption of dairy products has been the downtrend in the con-

sumption of milk fat — principally in the forms of butter, cream, farm-home use of fluid whole milk, and evaporated milk. . .

Study per capita projections for 1980 include: fluid milk and cream, 175-208 pounds; fluid whole milk, 138-170 pounds, compared with the 249 pound average for 1968; condensed and evaporated annual consumption estimate of two billion pounds; cheese up to 50 percent increase (report notes this estimated to be "overly optimistic"); frozen milk desserts, estimate is for a 35 pound average; butter consumption per capita to drop 30 percent by 1980.

The report notes that the industry cannot influence such factors, or have any major effect on average income, the birth rate, or on population size and composition, but said the

industry does influence consumption through market supply decisions.

"Through price policies of individual firms, marketing agreements and participation in public policy and program formulation, dairy producers and processors have an effect on prices consumers pay. If there is an impressive research and development program, technological changes in existing products and new products might attract consumer demand," the report said, adding, however, that "the effects of such efforts will come slowly.

"Milk may appear to be a sacred food to dairy producers, but it is only one among many foods for consumers," the report said.

"One possibility for coping with the decline in fluid demand would be to go all out in encouraging the development and marketing of new forms of whole and low-fat milk for beverage use," the author suggested. . .

● Have You Heard? (Continued from Page 17)

weatherproof Make all connections watertight by wrapping them with electrician's tape.

Keep air connections above the ground and unplug cords before handling

Buying Sweet Potatoes

Be sure they are fresh, dry, smooth and plump.

Slight scars don't injure the flesh, but moisture or decay generally mean flesh damage

Because they're perishable, you'll do better to buy them in fairly small amounts and store them in a cool place away from bright light

For best flavor cook sweet potatoes in their jackets.

Scrub them well, trim as needed and cook in boiling water to which you've added salt, until tender — about — 30 to 45 minutes, depending on their size.

Drain immediately to prevent "water logging" and peel.

Serve as is or mash, slice or use in a combination dish

Check Your Collar

Be sure your shirt collar is turned down to the proper fold line in the back when you put it on. If worn incorrectly, even for a few minutes, it will appear untidy for the rest of the day.

State Farm Show

Local livestock producers who have animals entered in the 1970 State Farm Show should be getting their animals prepared to meet the health requirements. The Premium List covers all of these details and are available from our Extension Office or from the Farm Show Building at Harrisburg. Breeding animals have to be both TB and Brucellosis tested and all cattle have to be injected against shipping fever. Breeding sheep will have to be dipped if coming from a county under quarantine for scabies. Hogs require cholera vaccination and must be brucellosis free. Your local veterinarian should be consulted for details and for this work.

Wrapping With Wire Protects Evergreens

During winter water loss through the leaves of evergreens can be reduced somewhat by wrapping the evergreens loosely with large-mesh chicken wire, say extension horticulturists at The Pennsylvania State University. This prevents winter winds from passing freely through the evergreens branches and reduces the sweating process peculiar to plant life

Another nice thing about this newspaper—you don't have to listen to "Jingle Bells" every time you read a commercial.

FARMERS! ARE YOU GETTING ALL THE MILK YOU SHOULD?

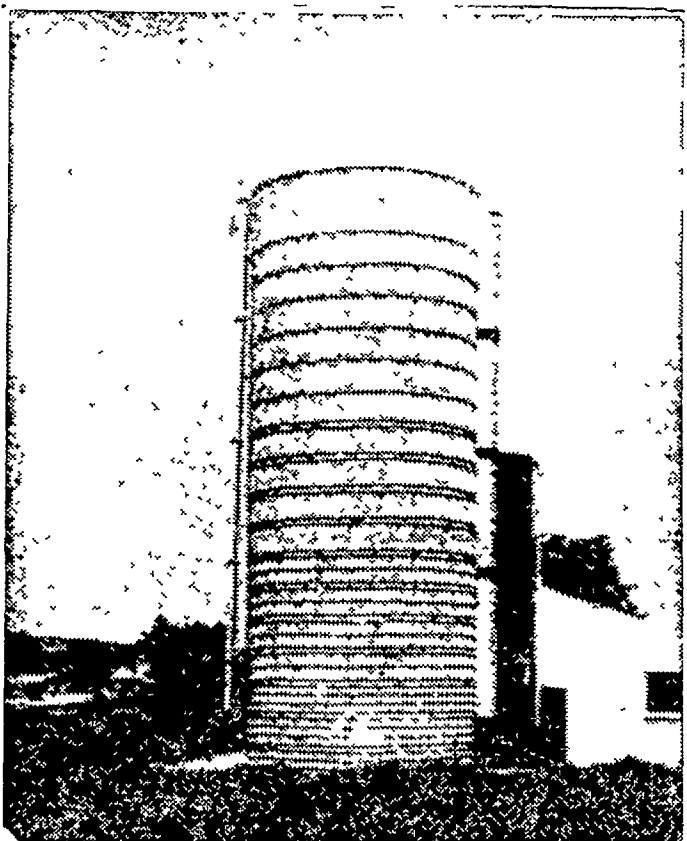
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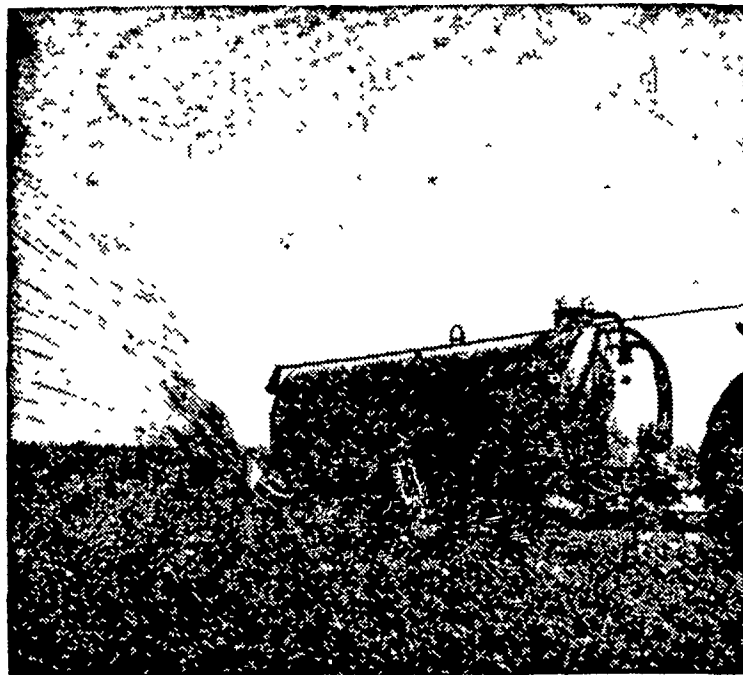


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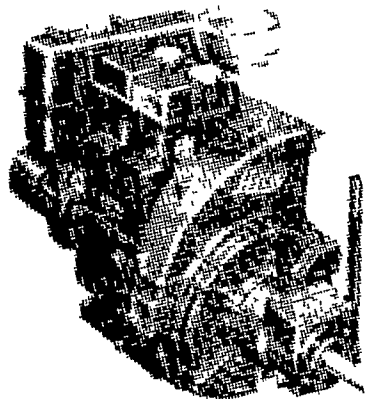
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