Penn Dairies Executive Raises Question

Are Milk Prices Too High?

(Continued from Page 17)

cerely, however, that consump tion in the Northeast is being adversely affected by the present high levels

"We must recognize that many national organizations, and not necessarily ones in the daily business, are spending heavy sums of money to develop synthetic or substitute dany products

To my knowledge, the synthe as of protein has not yet been Satisfactorily accomplished However, I am led to believe that at least several firms feel that they are now on the threshold for complete success What this will do to the present dairy structure eventually is anybody's guess

"Butterfat is now in the doldiums If protein synthesis is successful, the solids not-fat protein of milk may well face unparalleled competition - even at present price levels

Price Competition

'Non competitive pricing quickly removes demand for a pro duct. Take the case of bakers and nonfat powder

Most of the bakers in the country now are using blends which include soybean, etc in combination with nonfat div long and is too big Correction milk The large baking marke for nonfat powde, may be gore is sorely needed

But, according to Nixon the pressures from high (milk) pric



A. J. Nixon

push by three large New York cooperatives for a hearing to lower Class II prices under New York Order 2

Nixon said the e is "now a large disparity between the federal and state prices in many parts of the Commonwealth This disparity has gone on too

PMMB Meets

At another point, he noted es are starting to show signs of "Next week the Pennsylvania o uption" These signs he said, Milk Marketing Board will hold include a court test of present a state-wide hearing to consider Class I milk prices and producers reducing the number of marketunder Federal Order 4, and a ing areas in which it currently

minimum resale prices

'Currently there are 13 areas The hearing proposal calls for some years, and with it, our fluid six or seven areas

"One would expect that as a result of this hearing, Pennsylvania authorities will begin to align better state established Class I prices with those under federal, since more than 70 per cent of the milk in the Commonwealth is now protected by fedcial oidei"

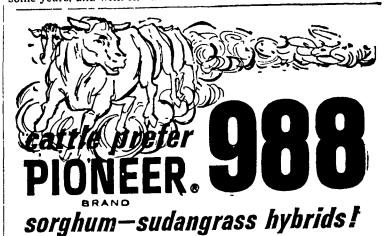
Nixon also termed "a grave mistake" the use of the Minneso ta-Wisconsin man ufactuling price series as a basic price in the Northeast for Class I milk

"Looking over the horizon," the Penn Danies official said, "I see several new directions Fluid milk, in spite of some medical findings to the contrary, is still a very wholesome food, and in my opinion will so continue to be accepted for a long time po vided it isn't piced out of the mai ket

We do have a slimness fad in the country at this time and butterfat is not a desirable food for many people. We have a very

fixes minimum producer and serious butterfat problem accord- milk consumption will continue "This fad will continue for favorably on a per capita basis, ingly,

(Continued on Page 19)



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