

Group Pledges 25% Increase In Dairy Product Use by '80

More than 500 dairy leaders attending the 30th annual meeting of the American Dairy Association, March 23-25 pledged to increase the per capita consumption of dairy products 25 per cent by 1980.

Since 1950 the per capita consumption for all dairy foods in the United States has dropped from 740 pounds per person to 562 pounds in 1968. A 25 per cent increase would nearly raise the per capita consumption to the 1950 level.

Consumption of dairy products is higher in many foreign countries. Finland, 1473 pounds; Ireland, 1506 pounds;

New Zealand, 1207 pounds; Denmark, 967 pounds; and France, 923 pounds.

Another goal set by the board of directors of American Dairy Association was to have two per cent of the money paid to producers for milk collected and allocated by the United Dairy Industry Association, the newly formed corporation with American Dairy Association, National Dairy Council, and Dairy Research, Incorporated as members.

Currently, the \$6 billion paid to producers would represent an annual budget of \$120 million. It is expected that the

major portion of this budget would be allocated to ADA, the promotional arm of the dairy industry, with lesser sums to NDC (education) and DRINC (research). The current budget for American Dairy Association is \$15 million.

Regional elections were held to expand ADA's executive committee to nine members. President Emmett N. Carter and vice president Robert S. Turner continue in office for the coming year. Newly elected officers are: Herman Koenn, Michigan, secretary; Edward Anderson, Nebraska, treasurer; John L. McMullen, Florida, ass't. secretary treasurer; Norman Larson, California, member-at-large; John A. Moser, Kentucky, member-at-large; J. Douglas Webb, Vermont, member-at-large; Welby W. Young, Utah, member-at-large.

McMullen, Moser and Webb were elected for one year terms. The other members of the executive committee will serve for two years.

Other actions included approval by the board of directors that American Dairy Association proceed with plans to broadcast four television specials on NBC-TV in 1971 (Jan-Feb-Sept-Dec) to be supported

with major print advertising campaigns.

ADA will discontinue filming of the Olympic Games and launch a new film program directed to young adults using nutrition and physical fitness themes in addition to special films devoted to pollution and consumerism.

The 15th annual American

Dairy Princess Contest will be staged in Boston, Mass., at the convention of the Holstein-Friesian Association, June 29-July 1.

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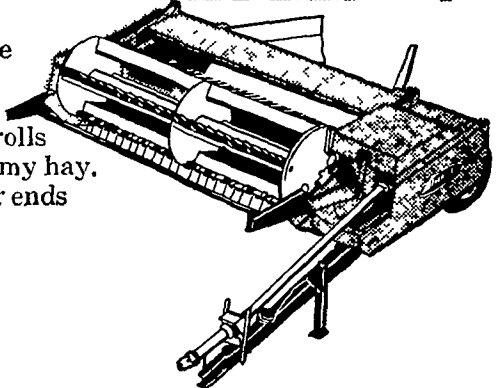
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