

Higher Wages, Automation, Fewer Herds, Lower Consumption, One Price?

Educator Reviews Dairying Future

D. W. R. Hesseltine, University of Delaware, made the following comments on the dairy industry and its future at the North eastern Dairy Conference annual meeting at Pittsburgh in April.

1 The poor are no better off than they were 10 to 20 years ago. Despite record incomes and stout budgets, they are still practically 10 per cent of our population and live from hand to mouth. They lack education and good judgement in their eating habits.

They are not a great market potential for the dairy industry.

2 We have witnessed a continual development of new products and even a more vigorous competition in marketing. Competition has become keener with more products and stronger merchandising methods.

We, as an industry, must work diligently to develop more improved products, if we are going to keep in this race.

3 Wages have gone up faster than have living costs, but the majority of people spend more than ever before. Competition at the marketplace has kept the cost of living relatively lower.

People will have more disposable income. The problem is

This report by the Interstate Milk Producers Cooperative Review touches on many of the issues concerning dairying in publications and reports coming across our desk.

While many of Dr. Hesseltine's conclusions conflict with other reports we receive, we think local dairymen—whether they agree or disagree with specific points—will find the educator's comments worthwhile, particularly because the statements are interwoven with numerous facts about the dairy industry.

ing to be just how to extract it from them in a rather graceful manner.

Home delivery will continue to fall below the 1969 level. In 1947 80 per cent of our milk was home delivered. I predict that home delivery will fall below 10 per cent by January 1975; the present level is somewhere around 19 per cent.

4 We have seen a steady movement in capital, land, equipment and cows, generally into the

hands of better managers. In the future, I see fewer dairy herds—perhaps less than 200,000 by the end of 1974, and generally, fewer cooperatives; the stronger ones become mightier and they must be able to deal competently comfortably with the giants of industry.

5 There seems to be enough help in the United States, if we are willing to pay competitive wages.

The development of the milking machine is evidence to prove that the dairy industry of the future must realize that cheap

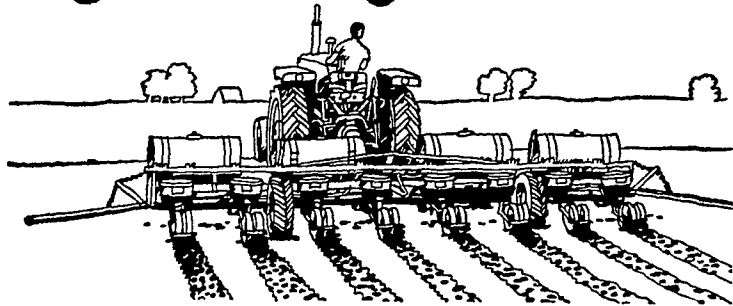
help is expensive help in the long run. We have to learn to manage better and handle workers in a beneficial way. We have to house people well and take care of them just as they would in industry. We have to adjust to a five-day week, if we are going

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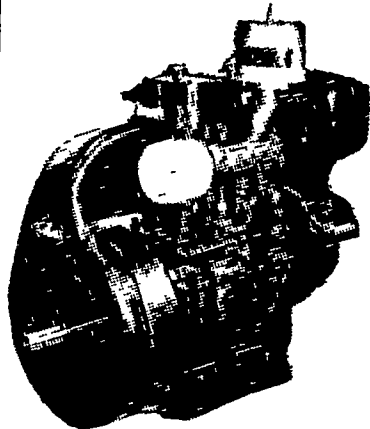


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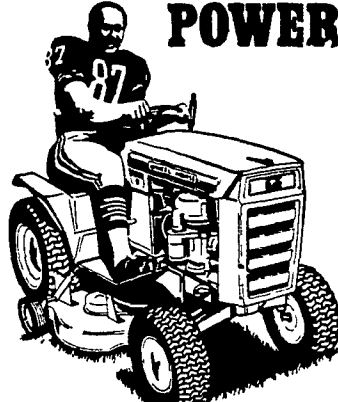
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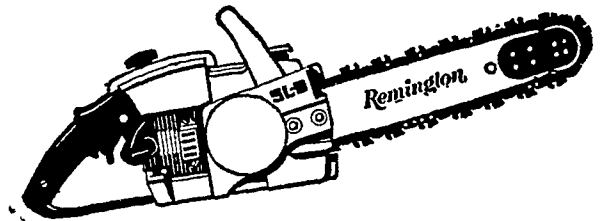


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