

# Educator Reviews Dairying Future

(Continued from Page 30) machines for labor will continue ing. automated feeding systems, to compete and do the job well as it has for decades. The next automated cleaning and distribu- 6 Output is lower. Substituting decade will see automated milk- tion of waste

7. The per capita consumption of fluid whole milk has decreased every year since 1956 and I believe there is good reason for this. In 1956, the fluid whole milk consumption was 293 pounds per person, and in 1961, it was 236, down 57 pounds or approximately 26 and a half quarts. This trend will continue but slow down.

But we cannot stop it because, we as an industry, have made one catastrophic mistake. We invented homogenization, and this was supposed to improve fluid milk consumption. We did not recognize that we forced the consumer to drink all the cream in his milk when he wants less cream, justifiably, today I suspect that the industry after the next decade, will have to look statistically about the consumption of all dairy products. There are a group of reasons for this.

Our pricing system will combine all grades of milk into one. We cannot merge into super coops, combine marketing orders and expect to do anything but sell the Class I and Class II milk. Second, we will integrate more and will have to be just as con-

cerned about processed product prices as we are with Class I values.

8. The dairy industry intends to reach its highest state of development and remain in close proximity to great populations. Dairy farms are among the last agricultural enterprises to be forced out by urban growth and the price of milk is highest in the heavily populated areas of our country. I predict that these conditions will continue.

You are very likely to see coops securing profits in products, the same as large dairy corporations do now. We, as an industry in the fluid milk marketing area, who have been for years frownd on a little and looked down our noses by people on the profitable side — I think the shoe is going to be on the other foot — we are going to be looking for profit too.

Total product consumption was 740 pounds in 1950, 20 years ago, in 1969, it was 565 175 pounds less per person. If we are to live with lower consumption we must either produce less or continue population growth. Good business people should sell their products and get a fair price.

9. My prediction is an annual 12 cents per hundred market for the price of milk through 1974. The total value for 1969 averaged \$6.31, the 1970 price should be \$6.43, the 1974 price should be approximately \$6.91. The average price for all milk in the United States in 1969 was \$5.46 per hundredweight, a gain of \$1.30 over the \$4.16 price of 1959.

I was hoping we could gain 13 cents or more but I believe that 12 cents is a conservative realistic estimate. Higher costs will ease most of this on many farms.

I will also estimate that most of our increase will come by the fluid milk price rather than processed milk.

The 1970's promise to be exciting, dynamic, challenging years for those persons in organizations who can stand the pace. I hope and sincerely believe that my price predictions are conservative.

You will, however, make more money at home by running a "tight ship" than you will make with the predicted price increase.

### Good Livestock Year

Receipts from livestock and products in 1970 are expected to total around six per cent above the \$28½ billion total of 1969, the USDA reported recently.

But, market receipts from crops are expected to be about the same as last year's \$18.9 billion.

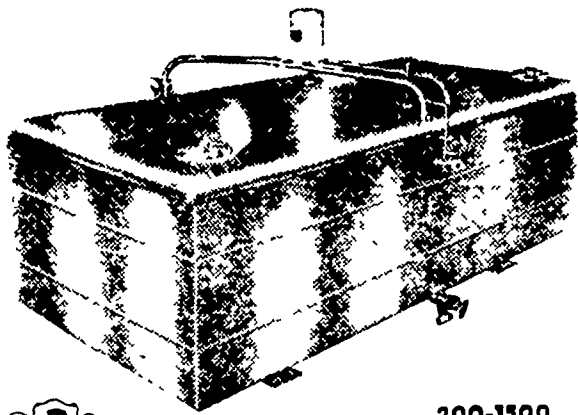
With production costs continuing up, farmers' realized net income will likely be around last year's \$16 billion — the third highest on record.

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