

President OKs Milk Promotion Bill

On January 12, President Richard M. Nixon signed bill S 4560, as approved by the Senate and House of Representatives, to provide authority for promotion programs for milk, tomatoes, and potatoes.

It provides authorization for the establishment of non-brand advertising, sales promotion, educational and research programs, including marketing research and development, financed by deductions from payments due producers delivering milk to handlers regulated by Federal milk orders.

"American Dairy Association has supported this kind of enabling legislation," said general manager M. J. Framberger. "In cooperation with the National Milk Producers Federation we have always worked toward the day when dairy farmers in a given market could step up milk promotion efforts on a uniform basis in order to build markets for dairy products. It will enable the industry to better inform American consumers of the importance of good nutrition and the role milk should play in their diets."

Other provisions of the bill are designed to improve the domestic marketing and consumption of milk and milk products. Programs will be financed by producers in a manner and at a rate specified under a Federal milk order for all milk controlled by it. Deductions can be made directly from the total pool value of all producers' milk with an equitable adjustment in areas where mandatory checkoff for advertising and research is required by State Law.

These funds would be paid to an agency organized by milk producers and producers' cooperative associations to be operated as specified in the order. All funds shall be accounted for and used only for specified promotional purposes.

Promotional programs may be either local or national in scope, or both, as provided in the order, but shall not be international. Producers in the order must approve activating the promotional program. Disapproval of the milk promotion program would not affect other provisions of the Federal milk order. Producers who do not wish to support the program, can request a refund of their assessment as specified in the order.

Framberger noted that milk producers throughout the country will be pleased with the

President's action in approving legislation for milk promotion. Recent surveys by the United States Department of Agriculture have revealed a major deterioration in proper nutritional levels in all parts of the country, and on all economic levels.

"Milk belongs in everyone's diet," Framberger said. "Now we will have an opportunity to do a greater public service by reminding Americans of the importance of nutrition and a balanced diet."

Meanwhile, Secretary of Agriculture Clifford M. Hardin has urged dairymen throughout the Nation to join forces in implementing the new dairy market promotion legislation signed into law by President Nixon.

The statute, which amends the basic law authorizing Federal milk marketing agreement and order programs is a farmer "self help" program that provides for a broad range of marketing research, education, and sales promotion programs to be financed by producers.

Commenting on the milk promotion provisions of the new law, Secretary Hardin said:

"A major problem in the dairy industry has been the continuing decline in consumer demand for milk and dairy products. Per capita consumption of milk dropped from 150 quarts in 1950 to 120 quarts last year."

"The legislative authority signed by the President yesterday offers the Nation's entire dairy industry a real challenge to get behind an effective, comprehensive promotion program to reverse the downward trend in the consumption of milk and its products."

"Dairy products have been and will continue to be an important element in the everyday diets of our citizens. Milk — so uniquely rich in nutritive value — can make one of the most significant contributions to the national effort to end hunger and malnutrition in this country. Milk supplies about 22 per cent of the protein, 76 per cent of the calcium and 42 per cent of the riboflavin consumed by the U.S. population last year. It is also an important source of other nutrients."

Officials of USDA's Consumer and Marketing Service explained that the research and promotion program would be financed by deductions from proceeds due milk producers from the sale of their milk under a Federal milk marketing order. There are currently 62 such orders in

effect covering about three-fourths of the fluid milk sold in the country.

C&MS pointed out that the advertising and promotion program will become effective in any milk order whenever proposed and approved by producers operating under that order.

The actual research, advertising, and promotion programs will be carried out by agencies recommended by a producer committee set up under each order.

With reference to recent action on dairy imports, Secretary Hardin noted that President Nixon, on Dec. 31, had moved to "greatly reduce" the amount of certain imported nonquota dairy products which have been flowing into the U.S. during this past year and evading established import quotas.



William W. Menz, Manager of Information Services, Dairy Research, Inc., Arlington Heights, Illinois, holds up package of Quarktorte, a Quarg cheese cake filling, one of more than 70 dairy based products Menz found in a two-week tour of German dairy plants and supermarkets.



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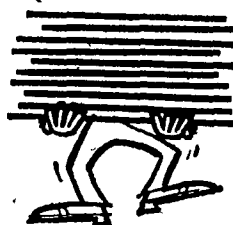
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