

\$20 Million ADA Budget Adopted

The board of directors of American Dairy Association, meeting in Chicago recently, reviewed promotional plans for 1972 and approved a budget of \$20 million.

Fifty members of the 60-man board of directors were certified by the United Dairy Industry Association; the balance by present member units of ADA, American Dairy Association, National Dairy Council and Dairy Research, Inc., held concurrent meetings as members of UDIA.

ADA president Robert S. Turner, in his opening address, said, "In accepting the idea of the total market concept approach, which is the road the industry must follow to substantially improve the financial position of the dairy farmers throughout the country, we must work as a unified force to promote our milk products nationwide."

In his manager's report to board members, ADA's executive vice president, M.J. Framberger, noted that the history of ADA was one of growth

and achievement with all efforts directed toward improving dairy farmers' income.

The board of directors also elected Mortimer A. Gelston, Connecticut Milk for Health, as the representative of Region I to replace J. Douglas Webb on ADA's executive committee. Gelston was subsequently elected by the executive committee to serve as assistant secretary-treasurer.

The budget proposals for ADA, NDC, and DRINC were submitted to the UDIA board of directors for consideration and action.

The board directed that the individual organizations continue with their programs for a 30-day period and establish priorities in program plans and budgets. During this interim period, the advisory board of UDIA will meet with the respective organizations to review plans and budgets before reporting to the UDIA executive committee which is empowered to activate funding.



Newly elected officers of Dairy Research Incorporated, who also serve as the executive committee, are: left to right: Harold Gilbert, second vice president, Ghent, N.Y., representing Connecticut Milk for Health; Jack Hesser, secretary, Stillwater, Okla., AMPI; Jack Dendel,

Allegan, Mich., representing ADA, re-elected treasurer; Curtis W. Phillips, first vice president, Beaver Crossing, Neb., Mid-American Dairymen, Inc.; and Dwight Morris, (holding THIS IS DRINC booklet), Siloam Springs, Ark. and secretary of AMPI, re-elected president.

'Country' Pork Hearing Extended

Persons interested in commenting on the recent U.S. Department of Agriculture labeling and standards proposal on country and country-style pork may do so until October 24.

Officials of USDA's Consumer and Marketing Service said they were extending the comment deadline because of numerous

requests for additional time. The original deadline for comments was September 15.

If adopted, the proposal would establish minimum ingredient, aging and curing requirements for hams and pork shoulders labeled "country" or "country style."

Public comments on the proposal should be sent in

duplicate to the Hearing Clerk, USDA, Washington, D.C. 20250, by October 24.

Copies of the proposed regulation change, which was published in the July 17 Federal Register, are available from the Meat and Poultry Inspection Program, Administrative Management Staff, C&MS, USDA, Washington, D.C. 20250.



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