

John York Speaks at Eastern Milk Banquet

The Eastern Milk Producers Cooperative held its banquet at the Blue Ball Fire Hall last Friday night, with John C. York, general manager, as speaker.

Alfred Wanner, who was elected district director last year, reported that farmers should pay close attention to the quality of the milk they produce. Trying to get questionable quality milk sold hurts the industry. Farmers should make the consumer want milk, Wanner said.

He particularly urged that the best quality milk should be made available in the schools because the milk drinking habits formed by school children will be important for the future of the industry.

He noted the drop in milk consumption in the past 15 years and said lack of availability is a key reason for the drop. Milk

needs to be where people can see it and get it when they want it.

York, the major cooperative's general manager, described work in other local areas to show the role of Eastern. He said Eastern has often found a market for the farmer's milk when his local dairy went bankrupt.

He described the cooperative as a cheap form of insurance for the farmer. For six-tenths of one per cent of the total value of milk produced by the average farmer Eastern insures a market for milk, York said.

He noted that the average farmer in the New York milk pool produced 1,100 pounds of milk a day, at a price average of around \$6 per hundred, this milk is worth \$60 a day, or about \$22,000 a year. The average producer pays only \$140 a year to his cooperative to protect this \$22,000 investment, York said.

York stated, "There's never been a farmer who's been a member of Eastern who did not get his blend price or have a market for his milk."

While the blend price is up
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John C. York, right, general manager of the Eastern Milk Producers Cooperative, Syracuse, New York, chats with Albert Wanner, a district director, at the Blue Ball banquet.

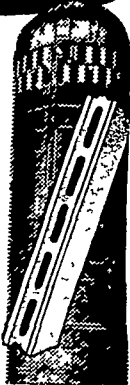
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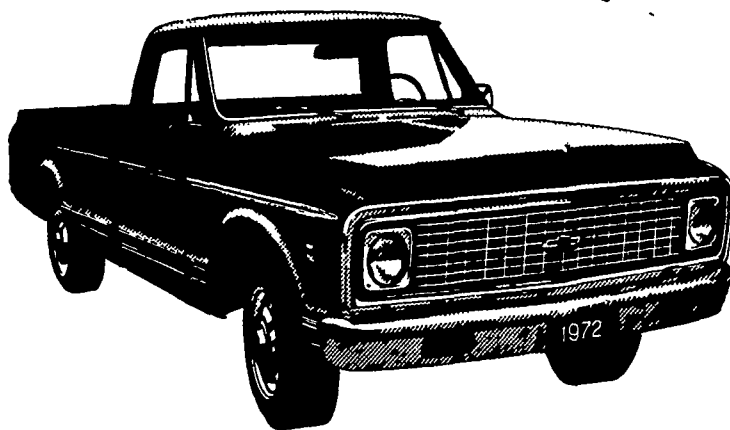
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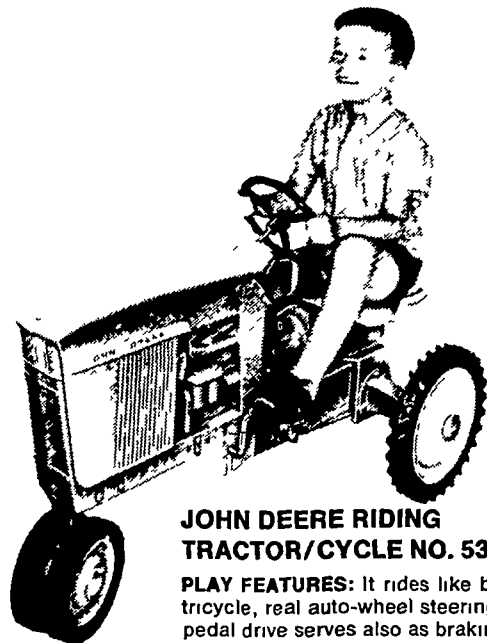
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