

Annual Report Issued on Licensed Dairy Imports

The U S Department of Agriculture has issued a preliminary report on imports of cheese and other dairy products against licenses under import regulation 1, revision 5, as amended, for the year ended December 31, 1971.

Import quotas and licensing requirements are in force under Section 22 of the Agricultural Adjustment Act, as amended, on certain dairy products to prevent material interference with the dairy price support program.

Among the cheese quotas,

those on Cheddar, American-type other than Cheddar, Blue-mold, and natural Edam and Gouda cheeses were largely utilized. The Italian-type quotas showed a shortfall of about 40 per cent, due to a shortage of supplies in Argentina and presence of undue amounts of pesticides in cheese from Italy.

Imports under license of the so-called "pricebreak" cheeses—Emmentaler, Gruyere-process and "other cheeses, nspf"—which require import licenses

when purchased at less than 47 cents f.o.b. country of origin, showed large shortfalls, for several reasons.

These included a decline in European cheese stocks, drought conditions in Oceania, which also had repercussions in the European market situation, price increases related to these situations and price uncertainties related to changes in currency values. Of special importance were the dock strikes, which precluded full use of licenses. A considerable amount of cheese, including low-fat cheese, was shipped during the latter part of 1971, but, because of the dock difficulties, could not enter until early 1972.

The quotas on chocolate crumb were only about two-thirds filled, mainly because of the dock strikes.

The 6,000 pound quota on malted milk and the 500 pound quota on dried cream were not used.

Several dairy quotas are not subject to licensing, but are administered on a first-come, first-served basis by the Bureau of Customs. Imports under these quotas in 1971 were:

—Butteroil — the quota of 1,200,000 pounds was filled.

—Frozen cream — the 1,500,000 gallon quota was filled.

—Articles containing 55 percent but under 45 per cent butterfat (Junex)—the 2,580,000 pound quota was filled.

—Condensed milk — 1,376,391

pounds of the quota of 4,074,000 pounds in airtight containers were imported, while the quota of 5,000 pounds in other containers was not used.

—Evaporated milk in airtight containers — 1,209,320 pounds of the 1,312,000 pound quota were imported.

—Cheddar — there were 1,219,463 pounds of the 1,225,000 pound quota imported.

—Ice cream — 271,250 gallons of the 431,330 gallon quota were imported.

—Animal feeds containing milk 11,811,860 pounds of the 16,300,000 pound quota were imported.

ADA Schedules New Advertising

National Dairy Council will break with new advertising in May that will be scheduled in 14 publications between May and December of 1972. These publications will reach an estimated 12,000,000 readers per month, all of whom have an interest in good nutrition.

Among the subjects to be discussed in the advertising messages are:

1. The nutrition benefits of establishing good eating habits early in childhood.

2. Improving the eating habits of teenagers.

3. Prevention of osteoporosis by increased calcium intake.

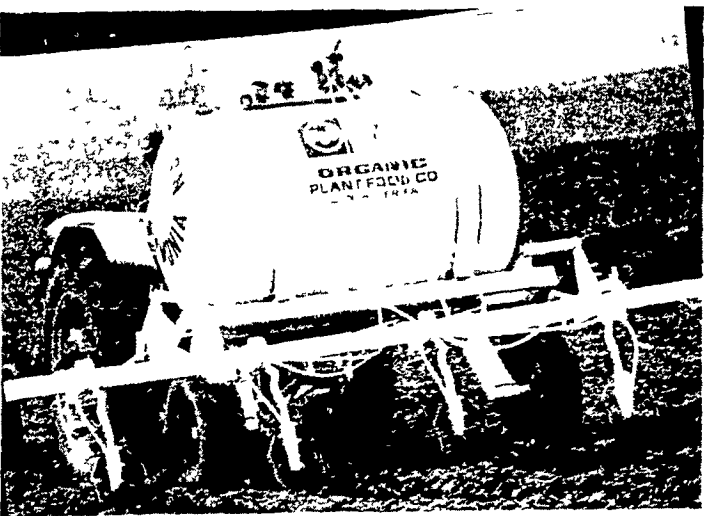
The Council, a primary resource for nutrition research and nutrition education will use its advertising to talk about improving eating habits for the young and the old, as a means of

educating Americans to sound nutritional practices, thereby enhancing marketing opportunities for milk and other dairy foods.

The advertising messages are so designed that they can be used by the affiliated units of National Dairy Council, over their own signatures, in state, regional or metropolitan area professional journals to reach doctors, dentists, nurses, dietitians, nutritionists and athletic coaches with messages on nutrition of particular concern to each group, and emphasizing the role of dairy foods in sound nutrition practices.

Over the past three years, American agriculture has declined by 47,000 farms annually.

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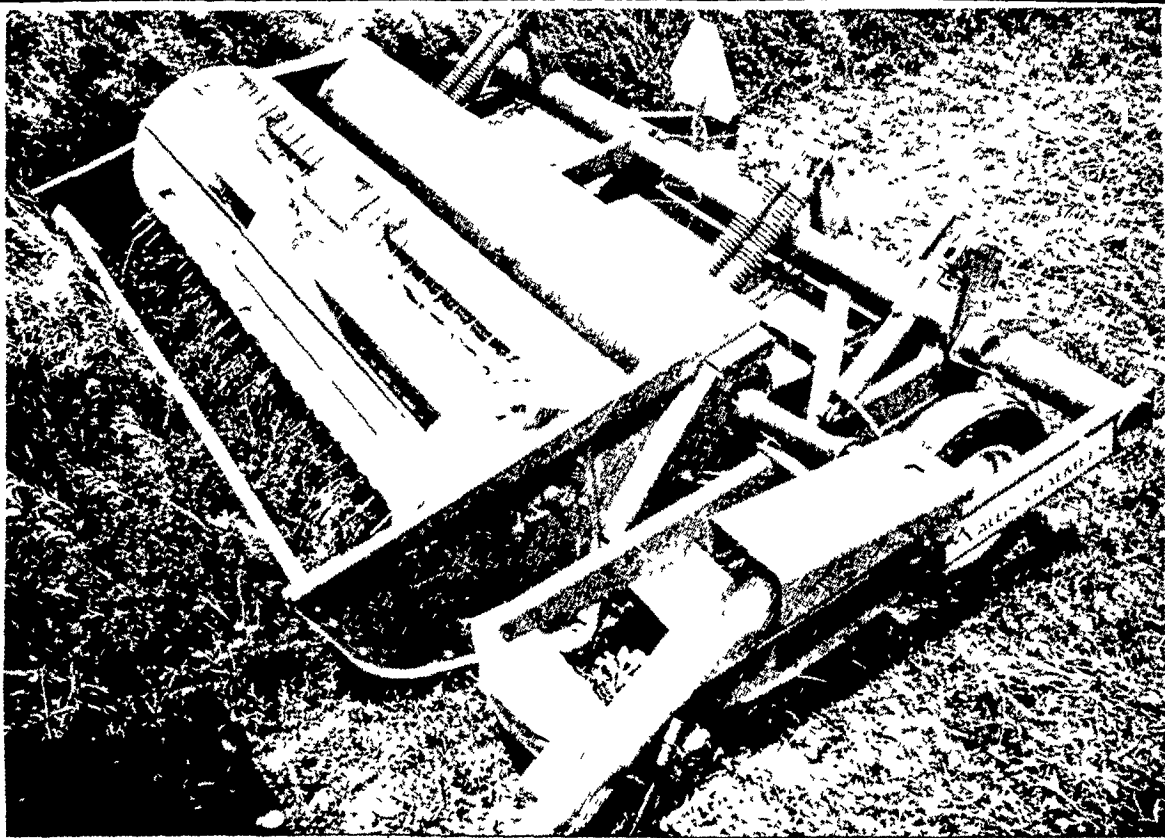
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