

# NDC Exhibit Explains Food Value of Milk

"Now, more than ever, the dairy industry needs a strong, well-financed Dairy Council

program," said Louis P. Longo, Chairman of the Board of National Dairy Council. Ad-

ressing the House of Delegates of the United Dairy Industry Association in conjunction with

the recent board meetings of UDIA, ADA, NDC and DRINC in Chicago, Longo emphasized the

need for more adequate financing of NDC so that it can better meet the needs and challenges facing the dairy industry. In addition, he said, NDC needs a more realistic level of funding in order to provide adequate nutrition education programs, materials and services to affiliated Dairy Council units across the country. Their operations, he noted, are budgeted at the \$9.6 million level this year, whereas NDC's budget is \$1.6 million.

Another reason for intensified promotion efforts cited by Mr. Longo is the current market situation. "As we pursue higher milk prices, and receive them," he said, "the door is opened for competitive products. Dairy Council possesses the 'now' program needed by dairy farmers. I firmly believe that the work of our Dairy Council is the foundation for our total promotional program. It is our only defense against a false National Nutrition Policy, against food faddism and against promotion which is misleading. And it is our defense against imitation products."

Actions taken by the NDC Board of Directors at its September 17 meeting included the following:

Ratification of changes in NDC by-laws to bring them into conformity with those of UDIA; adoption of a position statement opposing the proposed FDA standards for filled milk; and approval of program plans which will give special emphasis to consumer nutrition education activities during 1974.

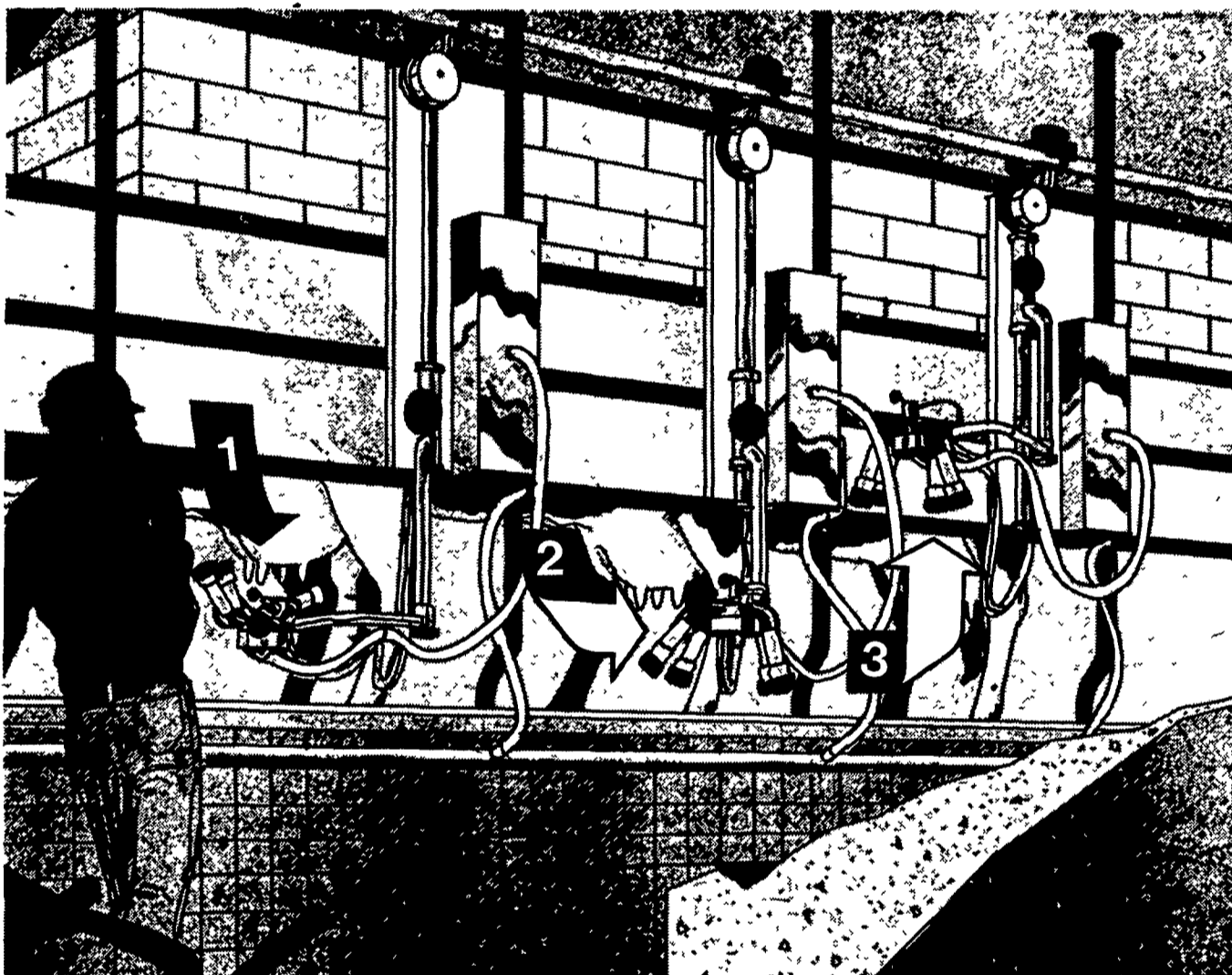
A major activity, Longo said, will be the nationwide programming of the new 27½ minute movie, "The Day Milk Was Turned Off," which was premiered for the NDC Board. The film was also shown to the UDIA House of Delegates. The film uses the device of a fantasy in which all milk has disappeared as the framework for live-actor portrayals of the role of key nutrients in milk in an entertaining but informative manner. It is targeted at junior and senior high school audiences, but will have wide acceptance by other groups as well. A special grant from Babson Bros. Co., enabled NDC to produce the film.

Another consumer education activity previewed at the industry meetings was a new NDC exhibit "Milk - What's in it for the Consumer?" The exhibit shows what the consumer would have to buy, and what it would cost, to get from another food source each of ten key nutrients contained in a single quart of milk.

In further discussion, the NDC Board also heard reports on NDC activities including a Special Advisory Committee, plans for a new NDC Division of Affiliated Unit Services, and Administrative Services for Affiliated Dairy Council Units.

## AGWAY

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