

## Council Meets

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Placed on the program for the day were the title discussion on how to get more cooperation among the cooperatives. Much of what was said previously by either Lewis or Healy was emphasized again by the participants.

The human element was blamed for the hesitation of cooperatives to get together. One speaker from New York, however, gave an example where several market organizations got together and through their combined efforts were able to raise their milk price from \$8.18 to \$8.78. This was a price higher than that set by the Federal order. Such action requires large blocks of farmers unified in their goals and methods. It was explained that the dairymen did not merely want to obtain higher prices, they also wanted to slow down the number of farmers leaving the business for good. The point was made that \$9.41 would be the price for 100 lbs. of

milk if it were raised to 100 percent of parity.

Charles Dull, Commodity Director of Pennsylvania Farmer Association cited the imbalance of expenses vs. income as a major reason for cooperation among dairymen. "In the 12 month period that ended June 30, 1973, expenses rose 16 percent while prices for the farmers' product rose only 7 percent," Dull said. Some of Dull's guidelines for obtaining greater unity among cooperatives are: 1. Opportunity for all views to be held. 2. Allowing for changes without risk of being ridiculed. 3. Concentrate on areas where there is agreement.

Throughout the day, there were comments from the floor, also. One man in the audience rose to challenge the panelists claiming that if dairymen receive high prices for a year or so, they would end up overproducing anyway.

A second gentleman responded that he had been farming for 27 years and never had less money left over than this past summer. He did not think milk could be priced too high.

## American Egg Board

### Announces Budget

"A \$2,075,000 Budget for the American Egg Board has been approved for 1974," announced Edward D. Murphy, chairman of the Board of Directors of AEB. The approval came at the recent fall meeting of the group's Board of Directors.

Chairman Murphy noted that the expanded budget will be used in broadening AEB's promotion activities to include more extensive advertising, merchandising, education and publicity.

AEB President Richard L. Kathe stated that a new point-of-sale campaign was launched at the Board meeting with the approval of National Creative Merchandising Corporation as the merchandising agency to begin work on the new point-of-sale material for retailers. It is anticipated that such materials will be made available in the next few months.

Also approved was another new program consisting of educational and promotional carton inserts. The first of these proposed inserts will also be available shortly.

"American Egg Board is going to have a brand new look in 1974. A year of considerable expansion is ahead for us. Our plans for extended promotion will benefit the whole egg industry," concluded Murphy.

Several farmers took the floor to air their grievances. Many, one in particular, received an enthusiastic round of applause when he mentioned that dairy farmers were "sold down the drain" on the wheat deal and are now being plagued by shortages of fuel, fertilizer and even baler twine. Some farmers wanted to know why the milk-feed ratio is down to its lowest point since 1963 and why something isn't being done about it.

One individual received more applause than anyone else when he compared the price he pays for farm machinery with the price he receives for his milk. "If the milk price had increased accordingly, he charged, then we should be getting \$18.00 per hundredweight for our milk".

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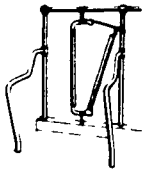
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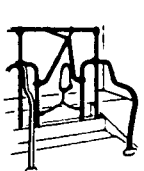
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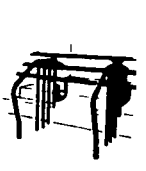
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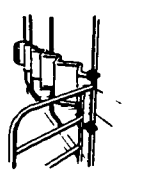
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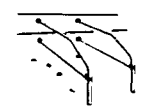
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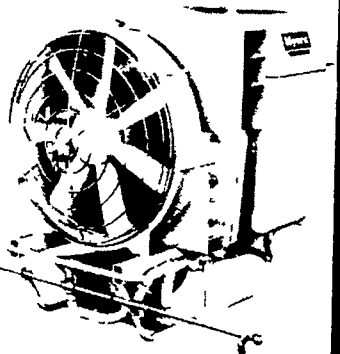
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