

Inter-State's Honan Urges Support for Milk Promotion

"Negotiating milk price premiums is no ballgame," Dr. James E. Honan, general manager, Inter-State Milk Producers' Cooperative, announced to the delegate body on Wednesday. "To negotiate today you have to use what economic strength you have. If you, as members, want your cooperative to be able to continue to negotiate sale of your milk and its price, you must forge a strong adherence to your membership responsibilities."

Honan told dairy farmers who are members of Inter-State Milk Producers' Cooperative they must continue to work for better understanding and the need to 'stick together' in negotiations. The general manager announced that since the inception

of the Order 4 Advertising and Promotion Agency seventeen months ago, the program has had an income of \$3,034,000 and approximately 20 percent has been spent for Dairy Councils in the three markets - Philadelphia, Baltimore and Washington, D. C. The balance was used for national promotion through UDIA and local radio, TV and newspaper advertising.

"It is the judgment of all of us that this advertising and promotion program has certainly been helpful in improving our Class I sales throughout the market," asserted Honan. He strongly recommended to those in attendance that each dairyman continue his support of this program in the future.

Honan said that if we lose milk

control and the Pennsylvania Milk Marketing Board, dealers and some of their farmers will suffer and have to find new markets. Any rapid adjustment could be quite damaging and could bring about consumer reaction and loss of business.

Honan continued by posing questions to be answered in the near future: "How can we, as dairymen, point out to those in command short-sightedness of out national price policy on milk and dairy products which seems to say that foreign butter, powder or cheese will be used to clobber American dairymen when they seek proper prices to stay in business?" "How can we better measure consumer reaction to our price levels?" "How should a Class I or Class I premium be in one or more parts of the Order 4 market or the Middle Atlantic and New York and New England region?"

"You have the know-how - you can do all the things you need to do if you, as dairymen, do it together with your neighbors as you have in the past. If you continue to work cooperatively, you will 'get it all together,'" Honan concluded.

The Inter-State Milk Producers' Cooperative held their annual meeting at the Marriott Motor Hotel, City Line Avenue, Philadelphia, Pa. The Cooperative represents dairy farmers in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and West Virginia.

Inter-State Head Urges Dairymen To Work Together

"Each year sees the need for all cooperatives to work together," asserted Lester C. Jones, president, Inter-State Milk Producers' Cooperative, at its annual meeting held at the Marriott Motor Hotel, City Line Avenue, Philadelphia, Pa., November 13 & 14. "The pricing situation of the past year; the fight to keep imports from destroying our markets; the great effort in promotion and advertising which has increased consumption of our product; the problem of coping with environmental problems - all need a unified effort of the nation's dairymen."

"With a brighter picture before us on the price of our products, I cannot help but bring to you some of the dangers facing us in the market place as a result of these so necessary price increases. Historically, as prices have risen, consumer resistance has lowered our Class I sales," president Jones explained.

"A year last April, we, in Federal Order 4, started financing an advertising and promotion program. Since that time, Class I sales in our market have shown an increase. This is

true not only in our market but in other markets where similar programs are in effect." Jones stressed the fact that with the natural resistance to higher prices, dairymen must redouble efforts to maintain sales.

"A few years ago we were quite concerned by the threat of 'filled milk'. At that time it did not materialize - however, recently a court has ruled that the federal laws against the interstate shipment of this product have been declared unconstitutional and the government has decided not to appeal. The Food and Drug Administration is now endeavoring to set standards for labeling this product."

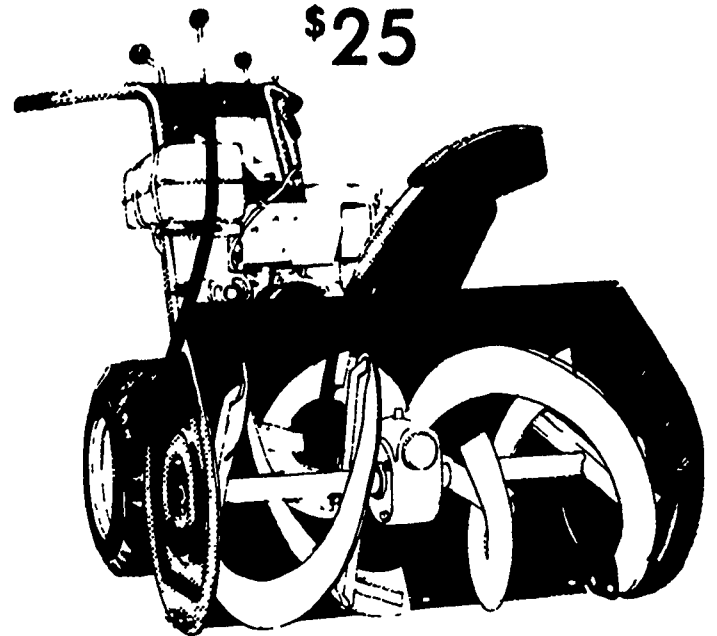
Jones concluded with the statement, "We have seen in the past year that we cannot depend on Federal marketing orders alone to achieve a fair return for our product. Dairymen are going to have cooperative effort for effectiveness in the market place."

Inter-State Milk Producers' Cooperative represents some 2900 dairy farmers in Pennsylvania, New Jersey, Delaware, Maryland, Virginia and West Virginia.

Such is the human race. Often it does seem such a pity that Noah and his party didn't miss the boat. (Mark Twain)

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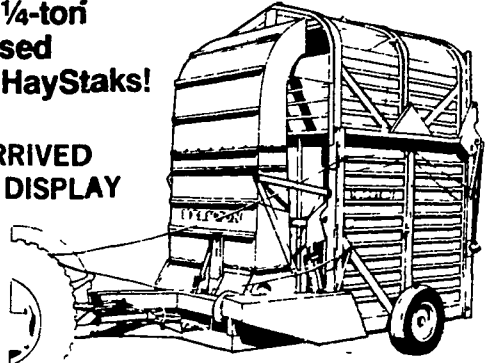


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