

## OUR GOAL

Local dairy farmers who are members of Inter-State Milk Producers' Cooperative want consumers to pay a fair and reasonable price for milk despite rising production costs and government regulations.

In this highly-regulated industry, the dairy farmer has requested through his self-owned cooperative that costs be cut and that milk marketing be made as efficient as possible. Through Inter-State, the farmer-members have control of their efforts to solve marketing problems in hopes of keeping this market stable for consumers.

The recent expansion bringing 11 southeastern Pennsylvania counties under federal milk pricing regulations has brought about a wave of criticism from a few independent dealers in this newly-added area.

As was expected, these dealers voiced strong opposition to coming under federal jurisdiction simply because it will result in them having to pay their dairy farmer-producers a greater share of the price consumers pay for milk.

## A FAIR PRICE . . .

But, particularly in southeastern Pennsylvania where agriculture has contributed so much to the socio-economic well-being of the community it seems only appropriate for the community to help out the dairy farmers in their time of need.

Farmers are improving their production by submitting to continuous on-farm inspections by fieldmen to guarantee daily the highest quality of milk possible for consumers. To establish this quality testing program, all cooperative members share equally in the expense. This also results in increased shelf-life of milk without increased costs to the consumer. Here again, the homemaker reaps the benefits of a cooperative serving its customers.

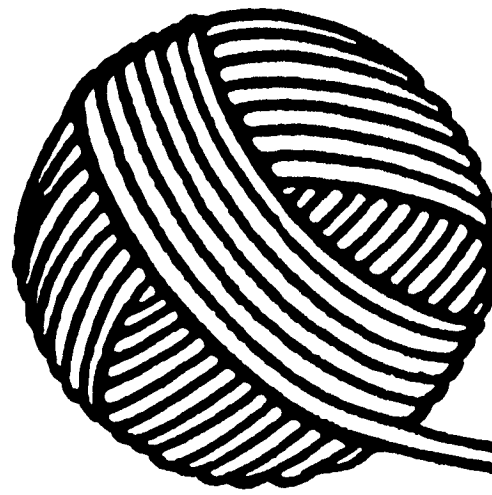
## A REASONABLE PRICE . . .

In order to bargain for a fair and reasonable price, farmers' need are now recognized as their cooperative's staff presents accurate and dated testimony at hearings and before regulatory agencies. With a fair price established, the consumer benefits immediately. The usual weeks of waiting for price adjustments through "jawboning" stops.

Just as non-farm people take economic action through their unions, dairy farmers rely on their cooperative to provide them with a fair price for their commodities.

All dairy farmers who are members of Inter-State want consumers to know that in spite of rising costs and ever-increasing government regulations, they are concerned about providing the consumer a fair and reasonable price for milk. These farmers would like to urge consumers to sit down and discuss ways of improving this relationship. Through a better understanding of each others problems and needs the farmer and the consumer can best serve each other

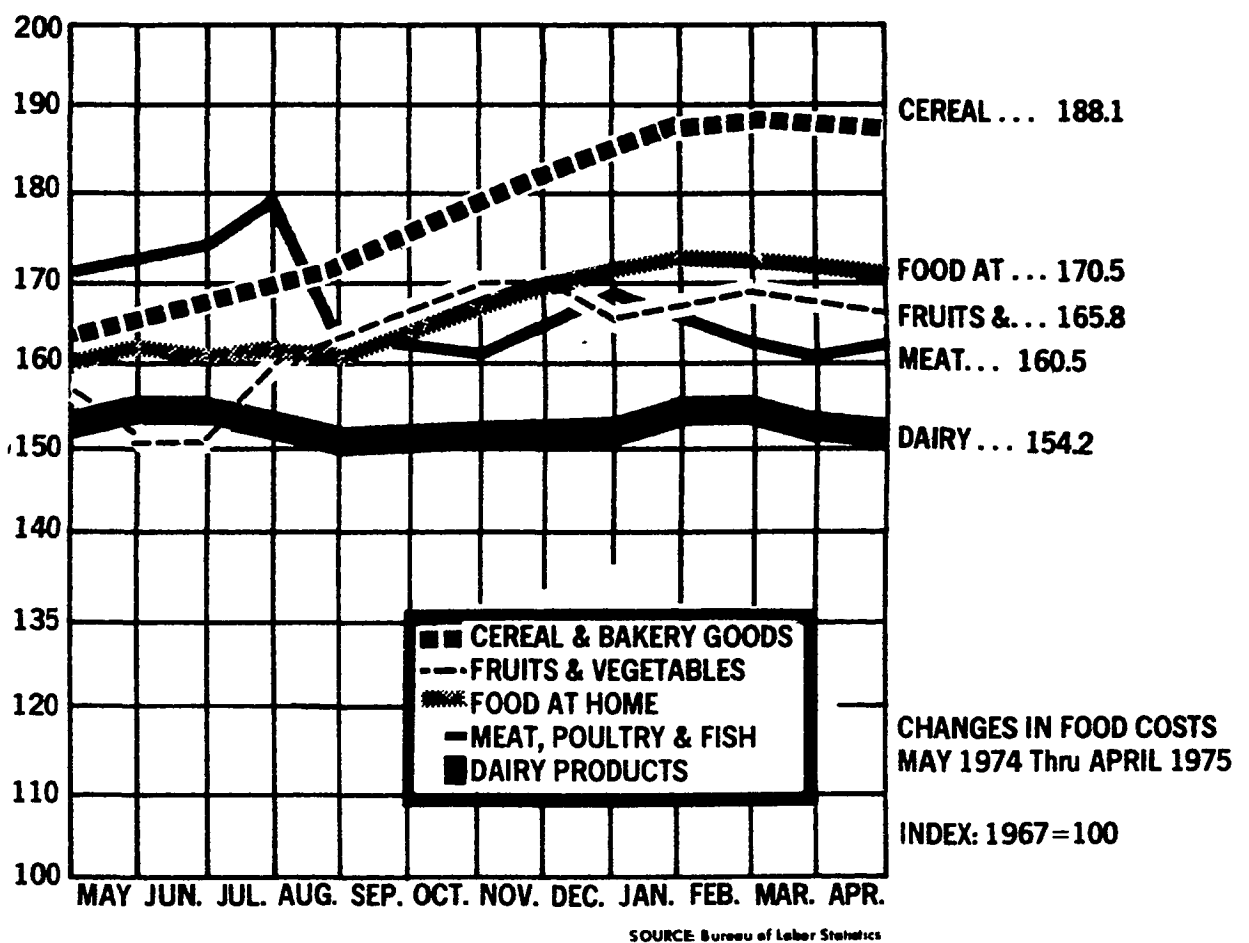
**TO BOTH** THE FARMER  
THE CONSUMER



# The CO-OP I / S

## The Twine That Binds The Farmer To The Consumer—

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