Inter-State district 8 meets

SCHAEFFER Berks County Reporter

HONEY BROOK, Pa. The Honey Brook Fire Hall was the gathering place for the District 8 Inter-State Milk Producers annual meeting and banquet. More than 100 people attended.

Fieldman Russell T. Rooks gave the members his report. Rooks emphasized the importance of sanitaion and keeping the bacteria counts down. "You are only doing yourself a favor,' Rooks told the farmers. "Also, keep wide awake on antibiotics," he stressed.

A farmer was recently sued because antibiotics were found in his milk, Rooks said. The fieldman also reminded the area farmers to be sure to have automatic refrigeration on their bulk tanks and agitators which operate at pushed, he concluded. least 5 minutes out of every

Director Andrew Stoltzfus also gave the area milk producers his report. Stoltzfus discussed the substantial rises in the milk prices over the year, and pointed out that milk production was up eight to 12 percent nationally.

Stoltzfus also discussed the effects of the last year's new releases on nuclear fallout and the gas shortage on milk sales. The alternatives available on where to go with the milk where also mentioned. Stoltzfus told the area farmers how Inter-State responded when Dietrich's Dairy in Reading was cut off from their gas supply.

The farmers were also shown where their money was going. Three and threetenths cents out of the eight cents collected by Inter-State are used for operating cost, the director said. The other portion, 4.7 cents will be returned to the farmer, he



Daniel Martin

continued. "Advertising costs us 21 cents per capita,' Stoltzfus added. "There have been changes in our thinking towards prime-time TV," he continued. It is too expensive, so we are using other alternatives. A new slogan, "Take a coffee break - drink milk" is starting to be

The director then introduced the vicepresident of Inter-State Milk Producers' Cooperative, Daniel L. Martin. In addressing the group, Martin reminded everyone of the 200th anniversiary of our country. In continuing, Martin said we still have the same moral principles that we did then. "We learned from our past mistakes," he continued, "and we will make mistakes in the future but we can correct them and keep moving forward."

"Face the challenges," he "we have said, responsibilities," The harvest doesn't come in without work, he continued. "Dairying is one of the few professions left that is still a family enterprise," Martin stated, "this unites families and strong families make strong nations," continued.

Martin proceeded by telling the area farmers of the co-operative's origin a and how it helped to stabilize

the milk price. "Last winter, he told the dairyman, "we had one crisis after another. "Milk is a commodity that is sensitive to bad publicity, he reminded the dairymen, but he continued, we will insure the members of Inter-State a market for their milk. .

Presently the cooperative is planning to join the Maryland Cooperative in building a milk drying plant. The reason for this, the vicepresident explained, is because the federal government has milk support prices but not on fresh milk. It has to be powdered whole milk, Martin said. This way members' milk will always have a market outlet. The construction for the plant is scheduled to start soon with a target date for completion by April 1, 1978.

Martin also told the dairymen of the recent acquisition of the quality control laboratory which was purchased in October. The income from the laboratory is running ahead of expectations at present, Martin said.

The vice-president concluded his discussion by mentioning the new developements in advertising also. "our main thrust is still on 'Milk is a Natural' theme," Martin said, but we now have a "Magic Cow". Powdered soft drinks are one of the largest growth industries right now, Martin said, and we are going to advertise with fruit flavored milk drinks, and have the "Magic Cow" as the theme.

Elections were also held at the meeting for local officers and delagates. The new officers for Morgantown Veron are; Beiler, president; Truman Hertzler, vice-president; Amos Blank, secretary-treasurer; the delegates are: Charles Gable, Titus Kurtz, and Paul Brubacher. The alternate

delegates are; Donald Horning, Ivan S. Stoltzfus, and Louis Stoltzfus Jr.

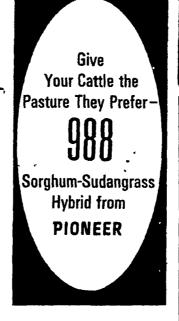
The new officers for Kimberton are; Vernon Ruth, president; Stanley Guest, vice-president; Robert Hewitt, secretarytreasurer. The delegates are; Harold Kulp and Horace Mower, while the alternates are Joesph Kulp and Stanley Guest.

Co-ops restrained

WASHINGTON, D.C. -Efforts to limit alleged anticompetitive practices of cooperatives "took a major step forward" recently with introduction of legislation to amend the Clayton Act, according to A.J. Nixon, president of the National Association for Milk Marketing Reform.

The amendment, introduced by Congress John Seiberling (D. Ohio) would modify Section 6 of the Act so that this antitrust legislation would apply to the operation of cooperatives, in the same fashion as it does to other business entities.

In effect, the amendment would allow the Department of Justice and the courts to examine anticompetitive practices resulting from mergers and price agreements. This authority would apply to all existing cooperatives' operations as well as future developments.



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Chester Co. 4-H Teen Council officers for the coming year are (from left to right): Bonnie Shaw, secretary; Jonathan Weinstock, treasurer; Barbara Sickler, president; Jackie Mento, news reporter; and Roberta Ekdahl, vice president.

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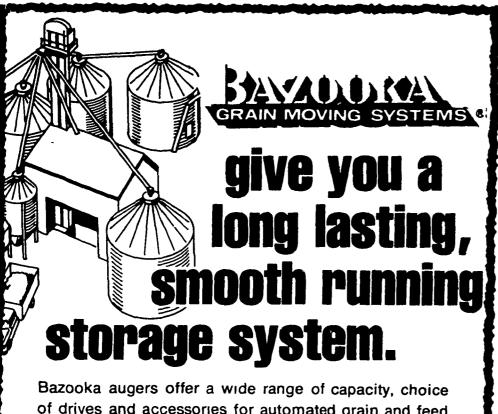
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