

## ADA explains dairy sales

ROSEMONT, Ill. -- "Foodservice industry sales of dairy products now account for just under \$1 of every \$5 in the dairyman's milk check," said Robert A. Morris, foodservices director for American Dairy Association, at a recent dairy meeting. He went on to describe the industry and dairy products' future in it, as follows:

The away-from-home market is currently realizing \$86.2 billion in retail sales, excluding alcoholic beverages; 45 billion meals are being served annually in 554,228 foodservice units throughout the country; and 36 per cent of the consumer's food dollar is spent away from home.

Regarding the industry's future, its 1970 retail sales of \$42.7 billion is projected by the U.S. Department of

Commerce's Survey of Retailing to grow to \$120.6 billion by the end of the decade. This represents an annual real growth rate from 1970 to 1977 of 3.4 per cent, as opposed to a 1 per cent growth rate for retail food.

Morris said dairies seeking to merchandise in the foodservice industry should recognize that product manufacturers don't usually reach the foodservice operator directly, but rather through specialized foodservice distributors.

He added that market research will form the base for United Dairy Industry Association's initial dairy foodservice programs and give direction to future activities in that area. The programs and activities will be backed by strong com-



Robert A. Morris

munications and publicity programs aimed at the foodservice trade, dairy industry or consumer presses.



Paul Q. Smith

## Smith named NEBA director

TURKHANNOCK — Paul Q. Smith was named the new Northeastern Breeders Association (NEBA) sales and service director, according to information from NEBA and Sire Power general manager W. Lewis Campbell.

Smith replaces Nelvin Empet who left NEBA November 1 to become

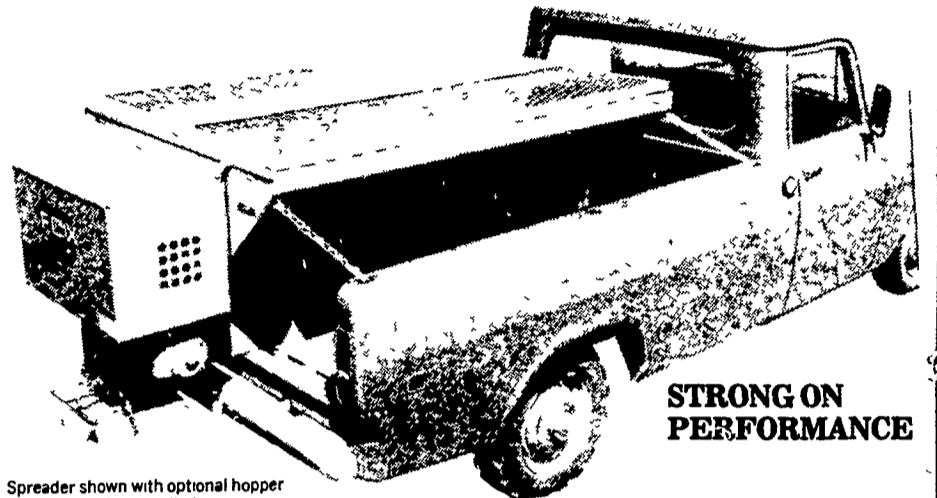
manager of the New York Dairy Herd Improvement Association. As NEBA's sales and service director, Smith will work with NEBA members, unit and district managers, and technicians to maintain and improve high quality technician service and sales throughout the NEBA area of eastern Pennsylvania and New Jersey.



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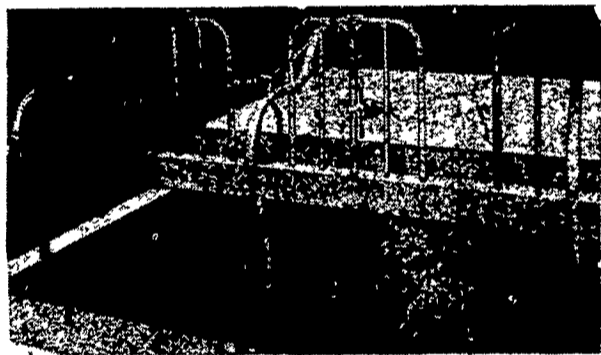
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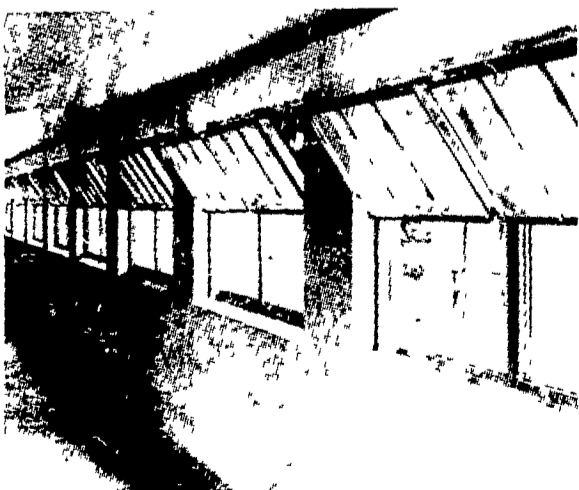
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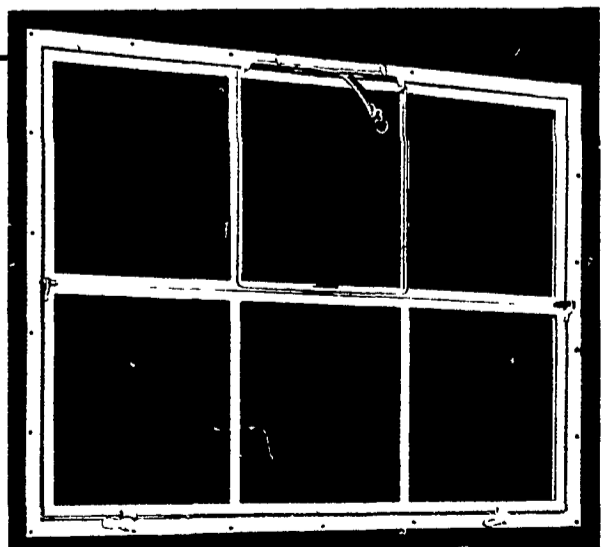
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