

Interstate District working on the future

BY PAT KAUFFMAN

NEW DANVILLE — "The future can be anything you want to make it."

With this statement, James E. Honan, General Manager, Interstate Milk Co-op summed up his address to the Thursday luncheon meeting of the District V Interstate Milk Co-op producers.

Noting that in marketing, "the people are changing, the pricing is changing, and the order relationship is changing," he emphasized the need to stay on top of current events which can influence the milk marketing future. Honan also recommended the producers make their thoughts known to their legislators.

Referring to the Pennsylvania Milk Security Fund bill currently under consideration, Honan suggested the problem was to get the representatives to understand the difference between a co-op and a milk dealer.

"The difference between a co-op and a milk dealer is that a co-op must take its members' milk whereas a dealer can turn down milk it does not need," stated Honan.

J.W. Groff underscored the need for advertising in the milk industry. Referring to a study on a number of milk drinkers, he noted that 20 percent of those people who enter a restaurant were found to be milk drinkers. Therefore, he noted if a

marketing strategy was formed to encourage those people to order milk, there would be a big increase in milk sales. Groff emphasized that this was only one area and that other possibilities are great.

According to Honan, estimates for prices during the coming year were \$14.50/cwt. by mid year, \$14.80/cwt. by third quarter and \$15.25/cwt. during the last quarter.

Class 2 milk should be around \$12.75/cwt. by October, November and December, and the base price should be \$14.25/cwt. by that period.

Speaking on price supports, Honan noted that a lack of price supports would

hinder their negotiating position.

And on protein pricing, or component pricing, Honan stated that the biggest difficulty is establishing a value for protein. While it is relatively easy to set a value for fat which is used in butter and cheeses, protein value is a much more elusive value to establish.

County agent, Glenn Shirk, urged the audience to make strides to assure that the delicious product they strive to produce is still tasty when marketed.

Shirk noted that on occasion he has had the opportunity to taste school milk, and he stated, "If we want the children in the schools to enjoy and use our product, then it takes more

than public relations. We need to furnish them with a tasty product."

During the banquet, Mr. and Mrs. Christ Hess, Pequea, were honored for their 25 year membership in the co-op.

Local officers were elected and are as follows:

Millersville local: Nelson Habecker, president; Glenn E. Burkholder, vice-president; Nelson H. Hershey, secretary-treasurer; Larry Harnish and Christ Hess, Jr., delegates; David McMichael and Wilmer L. Shertzer, alternates; and Melvin L. Shertzer, eastern regional hauling committee member.

West Lampeter local: John M. Harnish, president; James D. Shertzer, vice-

president; Robert H. Gochenaur, Jr., secretary-treasurer; Arthur W. Breneman and J. Mowery Frey, Jr., delegates; and Donald Bare and Glenn P. Book, alternate delegates.

Witmer local: J. Robert Esbenshade, president; Mervin H. Bare, vice-president; Harvey E. Beiler, secretary-treasurer; J. Robert Esbenshade and John J. Landis, delegates; and Harvey E. Heller and Benuel S. Smucker, alternates.

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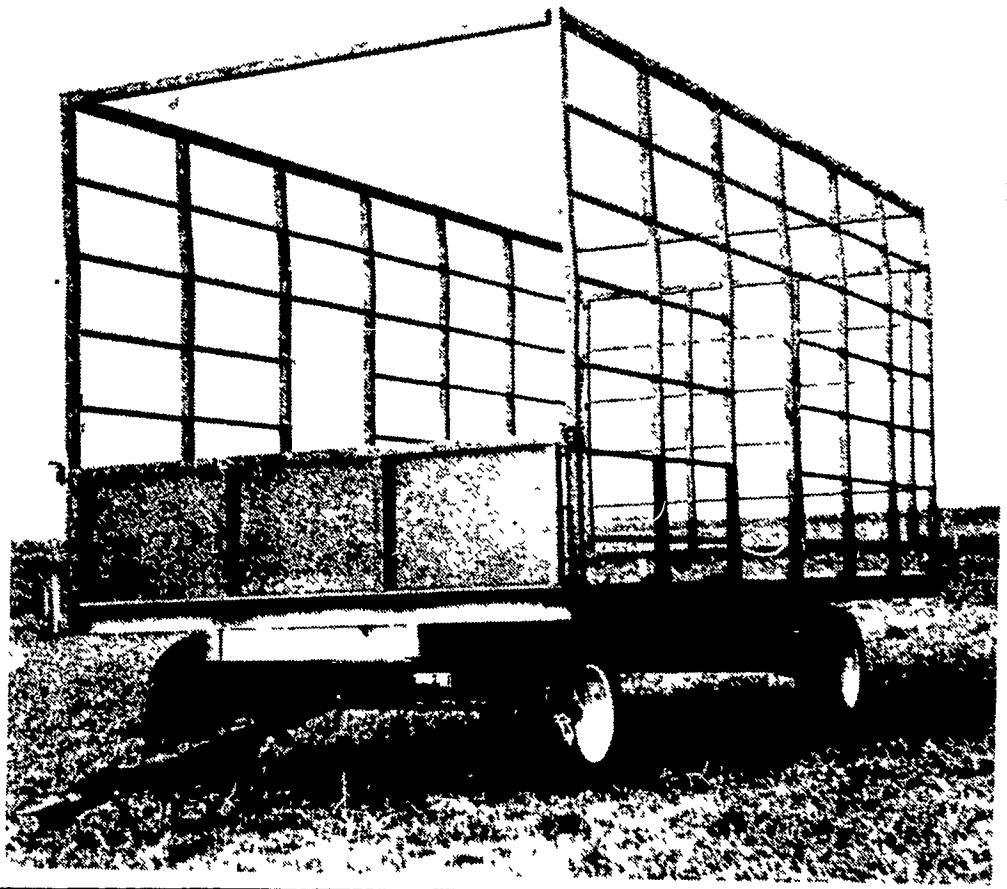
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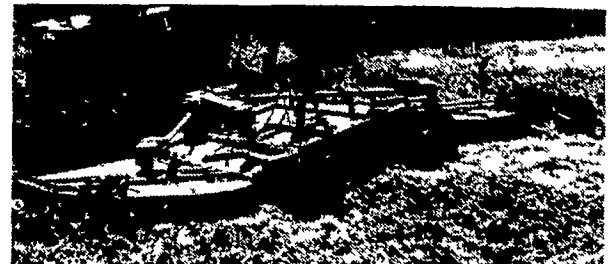
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