NEDCO president foresees era of super

SYRACUSE, N.Y. -Today's predominant topic of conservation seems to be. "Super Co-ops". Are they good for dairymen?

The topic becomes more important now that we are witnessing an attempt to establish such a co-op in New England, says NEDCO President Edward Mc-Namara.

The new co-op, "Agri-Mark, Inc.," will it become a reality? If so, how will it affect the market, the producer and relationships with other co-ops? All are important questions of concern to most of us.

In spite of publicity to the contrary, there are a few financially solvent co-ops in the Northeast. These financially stable co-ops will be the ones who will ponder

Mark, Inc., especially if other options are available, McNamara says.

Can a small co-op continue to provide the best possible income and services to its members in the future as it has in the past?

Unquestionably, we will all be faced with mounting challenges as it becomes more politically advantageous for politicians to become open allies of consummer groups. That fact became painfully obvious to many of us as we attempted to solicit support from city congressmen and senators in opposition to a hearing on the CNI proposal.

This was a good test case in that the CNI proponents have a very weak case but even then the aura of "consumerism" was too

politicians. Had the CNI argument been strong, the job would be even more formidable, he says.

There will be many more attacks of a legislative nature by the Justice Department, Consumer groups, and others, but even small co-ops will be able to battle them fairly effectively in concert with others if they are members of the National Milk Producers Federation.

The legislative advantages gained by super co-ops in some areas are significant, however, where they set up "political actions committees" with funds which are used legally to help finance campaigns for friendly congressmen and senators.

There may be other avenues in the future, however, where super coops' benefits far outshine the legislative area.

The modern thinking of many Department of Agriculture representatives of the present administration is without question different than those in previous administrations McNamara says. They make no bones of the fact that new policies will be aimed in a different direction although admitting that present policies haven't worked that badly.

Nevertheless, they seem to favor a new approach which would somehow re-activate those "small" farms that have gone out of business and still get cheaper food for consumers, an amazing theory and one unlikely to happen without increased cost to taxpayers.

In the midst of all this new theory we sit with our highly mechanized super-efficient production formula which if cost of production?

have the effect of co-ops. It would seem to me eliminating all marketing the bigger the percentage of orders, in an insane, short dairymen belonging to one term, cheap food policy?

long range effect of phasing out at least 10 percent of the dairy farmers in favor of importing dairy products?

Whatever the policy turns out to be, you can be sure it those orders meanwhile will be a change from our looking for the best alterpresent well-working dairy native, if that should happen. programs, McNamara

Loss of market orders enacted nationwide, would would seriously impair dairy severely cripple the dairy farm income and create industry in the Northeast havoc in milk marketing as with our higher than national every farmer and co-op scrambled for markets at Will it be a program whatever price. This may be which, although not one of the strongest publicized to do so, would arguments in favor of super dairy co-op in a market, the Could it even be an at-less traumatic would be a tempt to carry out the policy switch from the secure of the infamous "Flanagan feeling of marketing milk plan," originally proposed in under a Federal Order to one 1972, which would have the without such an order, he says.

In either case, we will all be better served to continue our efforts in opposition to those who want to scuttle

Joint hauling of milk, and joint quality control are areas where significant savings can be realized as we found in our short experience with CMA. Joint use of facilities allowing near-by milk to go to the nearest facility can also be a significant factor in costcutting and will become more necessary as fuel costs increase.

Local co-ops would have to lose some of their identity as functions were transferred to the large co-op. In that case, much would depend on the type of large organization and how much dependence was surrendered. A direct membership super co-op would totally eliminate the local co-op while a federation-type would allow a certain amount of local control.

There are many opinions, pro and con, concerning both of these arrangements: Maybe a combination would be workable?

In the final analysis, McNamara says, the benefits of a well financed, properly structured super co-op, far outweigh the disadvantages.

As the pressures from consumer groups become enormous, and they will, Justice Department, Cost of Living Committee, et.al., will continue to criticize farm programs, support prices, school lunch programs, special milk programs, etc. We shall continue to fight those uninstified attacks because the facts are on our side; the price of food is reasonable and farm income is still not a par with the rest of the economy.

Nevertheless, if these government programs are finally phased out we must have an alternate plan and, in my opinion, that can only be large well-financed co-ops with at least a majority of the farmers in the market in membership.





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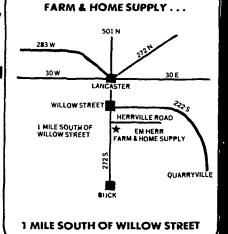
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