

Maryland & Virginia Producers discuss current milk markets

BY RUTH ANN BENEDICT
Staff Correspondent

CARLISLE — Approximately 80 area milk producers, their families, and friends met for a local annual meeting of the Maryland and Virginia Milk Producers Association at the Embers-Quality Inn Restaurant here in Carlisle on Monday.

Area District Director Paul E. Hornbaker of Shippensburg served as the master of ceremonies for the

lunch-meeting event.

Hornbaker, now in his first full term as district director, serves Juniata, Perry, Cumberland, Franklin, Huntingdon, Snyder and Union Counties.

Prior to being elected as director, Hornbaker served as a representative on the Association's board for two years and then finished a term of a vacated directors spot.

Hornbaker introduced to the group Mrs. Jane Benner

of Perry County who was named the 1980 Young Cooperator Winner of the Association. Mrs. Benner is the wife of Kenneth Benner.

This is the second time for a milk producer from the district served by Hornbaker to be named Young Cooperator Winner.

James E. Glick, general manager of the Association, was present to give an Association report and to speak on the milk market outlook for the 1980's.

"I guess we are all wondering about what problems and solutions we will be faced with. How much regulation or de-regulation we will have," Click said.

Click said he felt more and more government will be involved in the milk business as we move into the '80's.

Several of the areas Click spoke on were the milk market, advertising and antibiotics.

"Our total market for milk is going down," said Click.

"We are not getting the use of milk as we should be and we have a lot of competition for buying fluid milk."

At this point Click expressed the need to increase advertising to combat this down trend in the milk market.

The Association created an increase from 7 cents to 12 cents per hundred pounds of milk thus making more money available for advertising.

"We will be trying to develop new themes and new products which we hope will turn the trend upward" stated Click.

"Also despite the down trend in the number of producers production per farm is up."

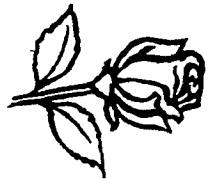
Click noted there should be a good market for 1980 with the set support price.

"We could run into trouble in late 1981 when we may have problems convincing (Turn to Page A37)



James E. Glick, standing, general manager of the Maryland & Virginia Milk Producers Association addresses a group of milk producers at a local annual meeting held in Carlisle.

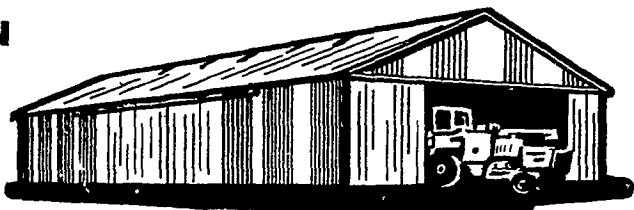
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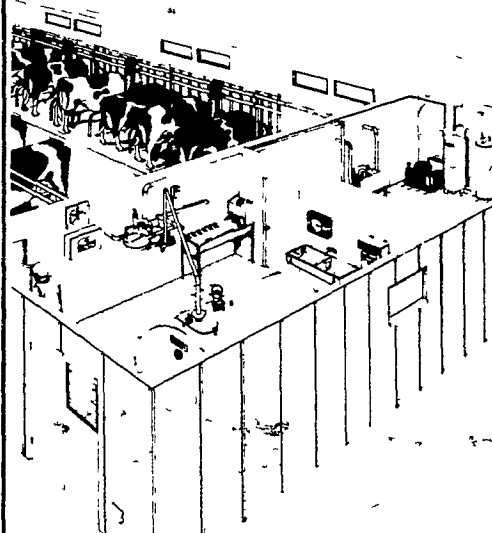
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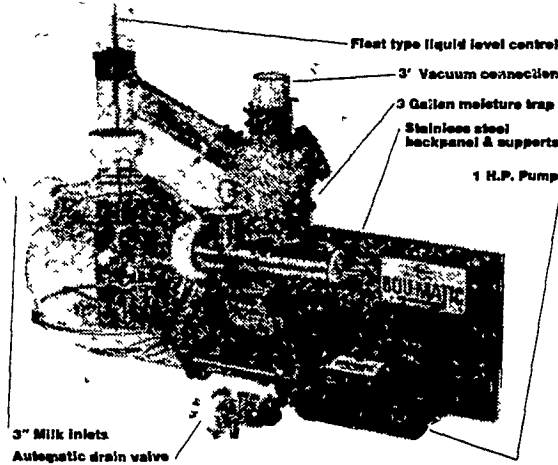
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