

# NEDCO

(Continued from Page D13) membership numbers the coop's volume of milk are expanding monthly.

Market security was stressed by the co-op chief who said that "most dairymen don't really realize the importance of a guaranteed market until they are dropped by a handler or the plant is closed because of a strike (such as nearly happened recently) or any other reason which

backs the milk up to the farm tank.

"Then", he added, "the co-op who can perform and solve the marketing problem becomes appreciated, and the years of dues-paying all seem worthwhile."

NEDCO representatives were also in the vanguard of a number of farm organizations in the formulation, preparation, and passage of a much needed milk security bill for the state of Pennsylvania.

Of major concern to NEDCO farmer members as

well as to the dairy industry in general, says McNamara, is the recent pronounced shift of the USDA from a department founded in service to the agricultural community, to one now re-directing its administrative policy to favor the consumer.

"Strangely enough the administration makes no bones about the shift and we even wonder if in the future agriculture will maintain any position in the department," he said.

In his address, the NEDCO chief executive cited some

major areas of concern to the future of the dairy industry: The current scuffle with the Community Nutrition Institute over classified pricing; the so-called inflationary purchases of dairy product by the Commodity Credit Corporation; the indifference of the administration to an onslaught of "fake" dairy products into the marketplace and the bold declaration by USDA of a complete overhaul of the dairy price support program if not its total conversion to a cost of production based

formula.

The co-op administrator said that the dairy farmer must find ways to curtail milk supplies if the present dairy programs which have worked so well in the past are to continue.

In addition to this, McNamara told his listeners NEDCO fully recognizes the need for promotion of its own dairy products and during the past year has attempted to increase farmer participation in advertising funds both in New York and Pennsylvania.

He said the co-op invested

\$25,000 in a Dairy Research, Inc. proposal to obtain non-fat dry milk by freeze drying milk, which, should significantly reduce the amount of energy used to dry milk.

The industry's latest self-help project, which NEDCO has participated in, is a nationwide fall cheese promotion campaign which will spend about \$6 million to promote cheese. The federation invested \$10,000 in this effort, he said.

The farmer-funded cheese promotion should help to

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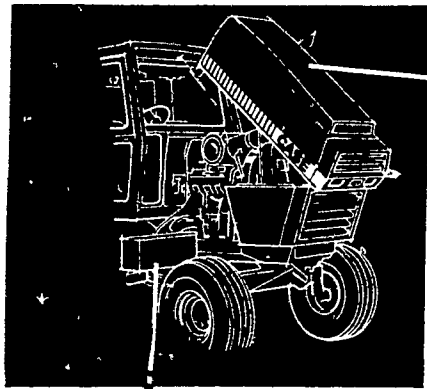
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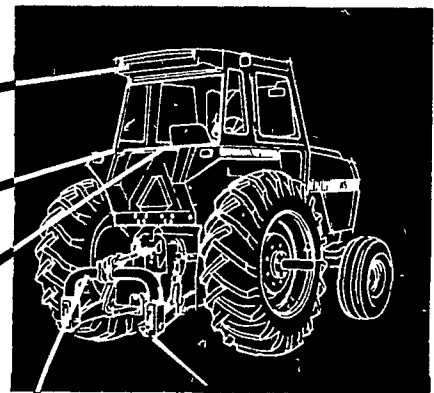
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