

Inter-State 3

(Continued from Page A19)

to be aware of stray voltage in their milking set-ups as a possible cause for mastitis treatment programs not being effective. He said a meeting for February 13 will deal with this problem.

He urged the dairymen to alert electricians, veterinarians, and dairy equipment personnel to attend the morning meeting. Dairymen will have their meeting in the afternoon of the same day, he said.

Lancaster County Dairy Princess, Connie Balmer, told of her recent promotional work and National Guernsey Queen, Mildred Linde, brought greetings to the group. Miss Linde's parents are members of District 3.

Robert McSparren, President of Inter-State and District 3 Director, reported on the industry on a national scale as well as regional and local.

An excess in milk has resulted from several years of cheap feed prices, and resulting larger numbers of herd replacements, he stated.

He said National Milk Producers Federation voted to continue support for 80 per cent of parity despite much discussion that a 75 per cent figure would be a better regulator for the industry. Hopefully there will be enough congressional support to draft a favorable Farm Bill by October, McSparren said.

When looking at the North-Eastern Region, McSparren said there is a trend of increased milk production at a time when population is actually declining. The class I market in the North-East is experiencing a decline as population continues to decrease.

This situation calls for greater investment and involvement in manufacturing facilities," McSparren proposed Cooperatives will be forced to become handlers, he said.

Holly Milk, recently put into operation by Inter-State and a neighboring cooperative, is running to capacity and cannot handle the excess presently, McSparren reported. He remarked that building plants to process milk takes time and planning.

McSparren explained briefly Inter-State's recent signing of a long-term service contract with Christiana Dairies, an Order 2, Class 2 handler. Inter-State has taken on many of the Christiana shippers since the contract. Those shippers

will not effect pre-existing Inter-State members since their milk goes to another marketing area.

Richard Norton, manager for Order 4 Advertising Agency, presented a slide program outlining the demands, benefits, programs and recent results in advertising dairy products. Prior to coming to the Agency in its infancy four years ago, Norton had worked for Sealtest in Georgia for eight years and the American Dairy Association for fifteen years.

At present promotional strategies are focusing on increasing the total demand for fluid milk and processed dairy products such as cheese and butter rather than merely attacking the fluid consumption decline, according to Norton.

He pointed out butter consumption has stayed the same as has ice cream. Cheese and low fat milk have risen while whole milk sales have declined sharply. The total milk equivalent however looks good he said.

Sixty per cent of the total sales go through consumer outlets such as grocery stores, he related. The remainder is divided between food services such as restaurants and food processing in powdered and other forms. Consumers continue to demand low fat products while producers continue to be paid by fat differentials, a factor which makes marketing more difficult.

Programs such as "Milk, The Soft, Soft Drink", "Milk's The One," "Cows Of America," and "Cheese Adds A Slice Of Life," hope to generate sales on the basis of dairy products' strengths as quality nutritional sources. To combat the increasing competition from imitation products the "Real Seal" program has been instituted, Norton said.

As research continues to find new uses and methods of handling milk, two processes are presently being studied. One is Ultra High Temperature (UHT).

Once processed by UHT dairy products would not require refrigeration. A second area being studied is freeze concentration similar to that being done with coffee.

Norton had on hand a number of promotional tools used in the "Real Seal" campaign and during the presentation showed a number of the television commercials used recently.

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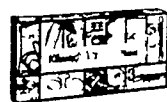




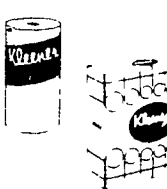


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