

Ag Secretary Block addresses UDLA meeting

WASHINGTON, D.C. — United States Secretary of Agriculture John R. Block outlined portions of his proposed farm program, including a \$2 million appropriation for dairy research, in his March 24 speech at the 11th annual meeting of United Dairy Industry Association.

The annual meetings of UDIA and its operating organizations, American Dairy Association, Dairy Research Inc. and National Dairy Council took place in Washington, D.C.

Block said, "We have sought to provide in the budget and in the farm program great emphasis on expanded agricultural exports, emphasis on research and extension. There's some \$2 million of additional research for dairy in our budget, plus additional monies for several other agricultural endeavors."

About dairy price supports, Block stated, "I support, as you know, that this mandatory increase not go into effect and I think a great many of you support the fact that it should not go into effect."

"We're getting too many dairy products today. Without foregoing this price increase, we can have some 11 billion pounds by the end of this year and about \$1.8 billion worth of product on hand. There isn't any way in the world that I can justify that."

Block explained the administration's policy on casein imports by saying, "Action to restrict casein imports legislatively is untimely, it's unwarranted, and it may well be a violation of our international trading codes."

"Our trading partners under the General Agreement on Trade and Tariffs would almost certainly look unfavorably on such action. If limiting casein imports proves

necessary, Section 22 administrative action is the proper way to go."

In answer to a question from the floor on the Soviet grain embargo, Block said, "I've been an ardent opponent of the grain embargo since the day it was imposed."

"The turning on lifting it is going to depend on the international situation. The president has said that it will either be lifted or broadened."

On farmland loss, Block said, "I don't think the United States Department of Agriculture should take a heavy-handed role in land use activities, but I think we definitely have a responsibility of taking a leadership role. The issue must have broad visibility, not just in terms of farmers appreciating it, but the public, so that you have the public support."

The approximately 700 delegates, guests and staff who attended the meeting also heard addresses by UDIA President Glenn H. Lake, Executive Vice President John W. Sliter and guest speakers Roy W. Uelner, executive vice president, Allis-Chalmers Corporation and Barbara Keating, president, Consumer Alert.

Lake announced the results of the successful, UDIA-initiated fall 1980 cheese promotion.

He said, "We are thrilled to report that UDIA not only reached its goal of a 10 percent increase in cheese sales as a result of our effort in the 'Cheese Slice of Life' promotion — it beat it by 60 percent."

According to data compiled by the Market Research Corporation of America, UDIA's \$4.2 million promotion increased cheese sales nearly 16 percent during the 90-day period. That's an additional 90.7 million pounds of cheese."

He also said, "During 1980,

results of a 10-market study conducted for United Dairy Industry Association show that dairy farmers got back \$2.20 for every \$1.00 invested in non-brand milk advertising in 1979. That's a 120 percent net return on investment."

Sliter's remarks centered on the dairy industry as a major contributor to America's food supply.

He also analyzed the Commodity Credit Corporation's annual report for 1980 in which, he said, "you will find stated that net expenditures for surplus dairy products in 1980 was \$314 million — not \$1.3 billion."

To arrive at this figure, Sliter explained, "Take the value of the opening inventory and add to it purchases during the year, cost of storage, cost of re-packaging and shipping. Subtract from it the value of the ending inventory, the value of products donated in foreign aid through PL-480 (that is a subsidy to our state Department, not a subsidy to farmers), subtract the value of products donated by the military (again, not a subsidy to farmers), subtract the value of products donated to schools and/or human welfare programs (again, a cost which should correctly be borne by all Americans, not just dairy farmers), and you have net cost of doing business of \$314 million — not \$1.3 billion."

"However, and a very important however, as we forecast production for the current marketing year and forecast commercial demand for dairy products, the cost of operations for CCC may be much different than what I've just reported. CCC's gross expenditures in the 1980-81 marketing year may increase another \$1

billion to \$2.3 billion and net expenditures may be in excess of \$1.3 billion."

"A forecast of that magnitude commands of us as an industry that we intensify our efforts to expand the commercial market for dairy products."

Uelner spoke on the future of U.S. agriculture and identified significant areas of change which will affect farming's relationship with society in general. Some of these are a policy of low-cost food, Third World growth, the energy situation, rural population growth, land and water use, increasing farm productivity from harvest and storage efficiencies and computer-assisted automation.

Keating, in her talk, criticized Nader-type consumer activists and discouraging economic competition, reducing consumer choice, contributing to inflation, resurrecting a suspicion of science and playing on "a fear of the fictitious epidemic, that of death and dying."

She said, "Consumers footed the bill or regulation at \$102.7 billion during 1980. Regulatory agencies have come to act the role of executive, legislative and judiciary with agency rules carrying the impact of law, formed, passed and executed, complete with penalties for the disobedient."

The organization which she heads, Consumer Alert, works to represent and educate the public on consumer and environmental issues.

The 137-member House of Delegates, governing body for UDIA, ADA, DRINC and NDC, elected new Boards of Directors

Seven regional caucuses elected UDIA's 25-person Board, which contains five new members for 1981. The UDIA Board also directs ADA and DRINC. National Dairy Council's 38-person Board has ten new members. Following the March 25 general session, the newly-elected Boards selected officers. The president of UDIA, ADA and DRINC and the chairman of NDC were re-elected for one-year terms.

UDIA and its three operating arms conduct a national promotion program to increase consumption of U.S. milk and dairy products. The program is funded by dairy farmers, processors/handlers and equipment/supply manufacturers through member organizations and affiliated Dairy Council units. It includes advertising, marketing, nutrition research and education, product and process research and development, market research and public relations.



Schoessow offers a new SLANT ON SAVING FEED

VARIOUS MODELS DESIGNED FOR FEEDLOT USE BY ALL LIVESTOCK SIZES

FARMERS FAVORITES

Schoessow's SLANT BAR FEEDER WAGONS

Will feed chopped green feed, large round or square bales, regular bales, silage, haylage, chopped hay or ground feed. 40, 30, 25, 20, 15 or 10 foot lengths.

FEED EFFICIENT

ALL PURPOSE FEEDER WAGONS

Schoessow's Versatile SLANT Bar Feeder Bunks

Full Sized Bunk

Easily Movable Trailer Bunk

Mini Bunk For Calves and Sheep

Schoessow's SLANT Bar Feeder Panels

Pick a feeder panel to fit your needs

OR

mount feeder panels as a fence line feeder

Square Round Bale Feeder

Floorless Bunk

High Side

★ CORNELL BARN CLEANER

★ VAN DALE SILO UNLOADER & CATTLE FEEDERS

HERMAN J. BASHORE

R.D. 2, Annville, PA 17003

717-865-4053

the CORNELL LOG SPLITTER

SPECIAL 20% OFF

24 & 32 Models Utility Wheels & Highway Wheels 3 Point Tractor Hitch Rugged Built

CUSTOM BUILT CALF HUTCHES Built to Last

Notice door on the side to make feeding easier



Dimensions 4'x8' creosoted around the bottom and entirely painted

- Option - Metal roof
- Steel pail holder & hay rack

Make dairying pay - raise calves the healthy way Call Your Order In Today

CUSTOM BUILT BALE BODIES

Made of the following:

- 4x8 stringer's
- 3x4 cross pieces
- 2x3x8' uprights
- 1x4 side boards
- 24" wooden front gate
- 2 side openings
- creosoted
- all oak wood except the 4x8 stringers

16 ft. - \$620

18 ft. - \$660

20 ft. - \$690

Also Available - Zimmerman Wagon Gears, 6, 8, 10, 12 ton and flat beds.

Order Today For Spring Delivery - Call for Further Information & Prices.

STOLTZFUS MFG. CO.

RD 1, Box 700, Honey Brook, PA 19344

Ph: 215-273-3050 or 215-273-3376