

UDIA president addresses 4-H conference

ROSEMONT, Ill. — Glenn H. Lake, president of United Dairy Industry Association, addressed about 250 delegates at the 27th Annual 4-H Dairy Conference, recently at the University of Wisconsin-Madison.

Lake's remarks, "A Look at the Future of the Dairy Industry," highlighted a luncheon hosted by UDIA, which also sponsored a seminar at the three-day conference.

The conference is held to familiarize 4-H'ers with dairy production, processing, marketing and use and to acquaint them with various career opportunities in the industry. UDIA's seminar, "More Than You Ever Wanted to Know About Milk Promotion," was presented by John Brookman, vice president, UDIA Communications; Bill Miller, corporate writer, UDIA Communications; and Donna Montgomery, associate nutrition specialist, Louisiana State University.

"We believe our responsibility is to provide example, unguage, enthusiasm, planning and guidance, not just related to the 4-H project, but in every aspect of character building. It thrills me to work with one of the greatest institutions we have, 4-H, which is truly American in origin, in tradition, and in competitive spirit."

Lake then began his observations about today's dairy industry. "Our industry is dynamic and virtually mund-

bogging in scope. Each of us is a mere flyspeck among the 10 million or so people having something to do with producing, processing, marketing and selling the \$30 billion estimated retail value of dairy products to 230 million Americans each year.

"Every day of the year, milk is produced for market by some 200,000 commercial U.S. dairy farms. Every other day, this milk is picked up by a fleet of about 20,000 trucks and moved to one of 1,600 fluid bottling plants or 3,000 dairy product manufacturing plants. Another 20,000 trucks are involved in milk and milk product distribution. Ultimately, some 200,000 retail outlets of all kinds dispense dairy products to consumers.

"For dairymen, there are two vital components — market and price. As a lifetime dairy farmer, I know that a price without a market is not worth much. Conversely, I know that we won't be in business very long if we don't have profitable prices. There are more pleasant and less risky ways to get an abundance of fresh air and sunshine than by operating a dairy farm."

Dealing with specific economic opportunities for dairy farmers, Lake observed, "Now, at the beginning of what some call 'The Explosive '80s,' we find ourselves with a problem, in part related to our times, but also not totally new. This is the problem of substantially

more milk production than can be sold in the commercial marketplace.

"What brought on this situation? —27 consecutive months of increased milk production through July 1981

—1980 milk production up 4.1 percent over 1979 to 128.4 billion pounds

—1980 production per cow up 3.3 percent over 1979 to 11,875 pounds per cow

—17 consecutive months of increased milk cow numbers through July 1981

—Decline in commercial milk use of 1 billion pounds in 1980

—1980 Commodity Credit Corporation net purchases of 8.8 billion pounds of milk equivalent with estimates of 12 to 13 billion pounds for 1981 and 1982

—1980 CCC milk price support gross expenditures of \$1,353 billion."

Lake then discussed the dairy farmer's changing role in the U.S. dairy industry. "The companies who have been the giants in the dairy industry of the past are no longer as interested in fluid milk," Lake said. "Those giants are still giants, but their future lies in areas other than dairy products.

"Who then should be looking at the future of the dairy industry? The answer, of course, is 'the dairy farmer!' Because of these changes that are occurring in the dairy industry, a dairy farmer today should become more and more

interested in the area of marketing," Lake said.

"If we are going to be able to keep producing the amount of milk we are producing today, we are going to have to sell it. Those sales have to come from a marketplace where milk has been losing ground to other beverages. Recapturing lost sales is not going to be an easy task. It will take innovative ideas, new marketing concepts and plenty of hard work to get people to quit grabbing for cool cola, a cold beer or that cup of hot coffee.

These new marketing concepts have to come from organizations like UDIA and cooperatives whose owners are dairy farmers. They are not going to come from the former industry giants who have their assembly lines geared toward chemically produced imitation dairy products."

Speaking of imitations, Lake said, "Clouds are forming on the dairy industry's brightest horizon. Those clouds threaten stormy

times ahead for cheese producers. Congress' 1974 repeal of the Filled Cheese Act of 1896 combined with a federal ruling the same year allowing imitation cheese to be used in the federally funded school lunch program cleared the way for food processors to fabricate cheese-like foods.

"These imitation cheeses directly compete with natural cheese for consumer sales in what has been a good market. During the past 30 years, natural cheese consumption per capita has doubled. Production of imitation cheese has increased by 150 percent since 1978. Presently, imitation cheese production amounts to 5 percent of the total U.S. cheese production.

"Consumer and food processor acceptance of imitations encourages the accelerated growth rate these fabricated products enjoy. The low cost for ingredients is passed on to buyers at the retail level."

Vet discusses calf scour prevention

FORT DODGE, Iowa — "Calf scours" is a term covering a number of intestinal diseases manifested by a variety of symptoms, including but not limited to diarrhea, dehydration, coma and death, reports Dr. Richard C. Searl, D.V.M.

Environmental and management factors predisposing to calf scours include inclement weather, dampness, drafts, chilling colostrum deficiency, vitamin A deficiency, nutritional influences, excessive milk consumption, overcrowding, lack of sanitation and other factors. A variety of infectious agents are involved such as viruses, bacteria, protozoa.

The most commonly encountered primary and secondary complicating agent is a bacterium, *E. coli*, which is found wherever calves are raised. There are many strains of this organism affecting calves of various ages from a few hours after birth to several weeks of age.

A particular group of *E. coli* organisms described as Enterotoxigenic or Enteropathogenic

affect calves the first few hours or days of life. This particular form of disease is severe, economically important, and often unresponsive to treatment. It occurs at such an early age that active calf immunization is not possible.

Most, but probably not all, ETEC organisms contain hairlike growths called "pili" which serve as organs of attachment to gut cells, thus permitting their colonization, growth and the production of disease. These particular organisms alter the normal metabolic functions of cells lining the gut, stopping the absorption of nutrients and causing a leakage of body fluids into the lumen of the gut.

A watery diarrhea, dehydration, coma, and death results. The hairlike pili on these organisms are protein antigens, and the organisms may be neutralized and attachment prevented by providing colostrum which contains antibodies against them.

Vaccines are now available that, when given to the cow, increases antibody levels in the colostrum specific for the attachment antigens thus preventing infection.

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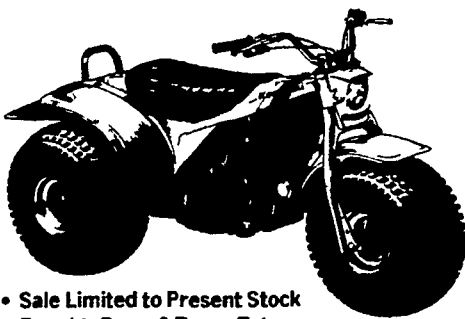
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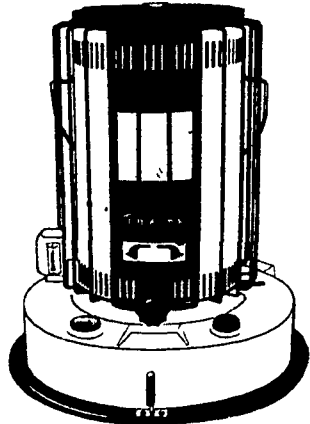
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