

D.I. shippers get \$97.85 on \$100

TIMONIUM, Md. — Dairymen, Inc., paid back \$97.85 to member-producers for every \$100 the cooperative took in during the 1982 fiscal year ending Aug. 31, according to Ben F. Morgan, Jr. Morgan, keynote speaker for the Middle Atlantic division's annual meeting luncheon, is executive vice president and chief executive officer of the 8,000-plus member

cooperative based in Louisville, Kentucky.

An ag economics graduate of Virginia Polytechnic Institute, Morgan's been in cooperative management since 1953 when he began managing Tri-State Milk Producers in Bristol, Virginia. When Dairymen formed in 1968 with the merger of several smaller cooperatives, Morgan was named

director of fluid milk marketing and manager of the Southeast Division. In 1971, he rose to his present position.

In response to producer questions that had surfaced earlier during the morning business meeting, Morgan reiterated the cooperative's stand that current milkcheck deductions toward the Ultra High Temperature processing plant at Savannah, Georgia, are an investment in future marketing that members must make.

"We can't pay out every penny every day," Morgan emphasized. "We plan to see that you have a future—that means a financially strong institution."

Market research for the '80s shows milk will be sold as a beverage product, Morgan said. The UHT half-pint packed "Sip-Up" containers of white and flavored milk are aimed at the soft-drink-oriented snack market.

Earlier, Middle Atlantic members had been told that their "Farm-Best" UHT will debut in Washington-Baltimore area markets much sooner than projected, probably soon after the first of the new year.

Turning to the current economic crunch that has dairymen wedged between mounting surpluses and adding cows for cash flow, Morgan suggested a possible use for the 50-cent per hundredweight set to come off milk checks beginning Dec. 1.

The Dairymen officer suggested the estimated \$600 million to be raised through the deduction be turned into a cull-cow incentive. Approximately 1.5 million cows culled from dairy would bring production more closely in tune

with the nation's needs.

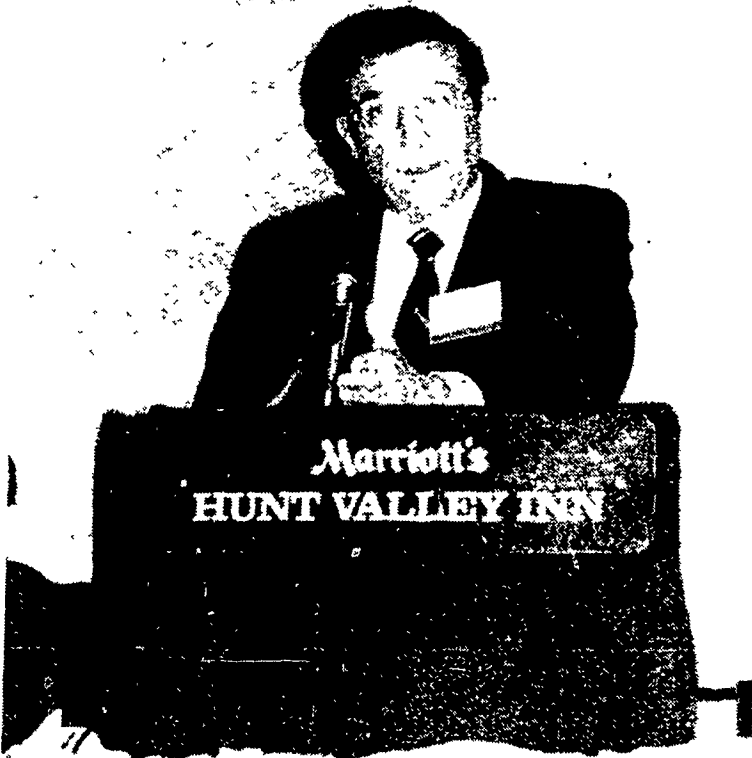
Dairymen initiated a similar program for their own members two years ago, spending about \$1 million in cull cow incentive payments.

Blaming a lack of firm government policy for present farmer economic woes, Morgan added that the State and Defense departments are establishing agriculture trade policies, rather than agriculture heads. Needed instead are long term agriculture,

land and market policies with farmer participation in the decision-making.

Land, said Morgan, is eroding at a rate faster than it was during the Depression years, mostly planted to produce grain that the nation doesn't even have room to store.

Dairy surpluses are tied to those huge grain inventories and loss of world customers through embargoes which in turn have kept the price of domestic livestock feeds low.



Chief executive officer of Dairymen, Ben F. Morgan, Jr., was keynote speaker at the division meeting luncheon. He told members that the country will be strong only as long as agriculture remains strong.



Dairymen's UHT milk, including the snack-size "Sip-Ups" with attached straw, will be introduced to the Baltimore-Washington market area soon after the new year.



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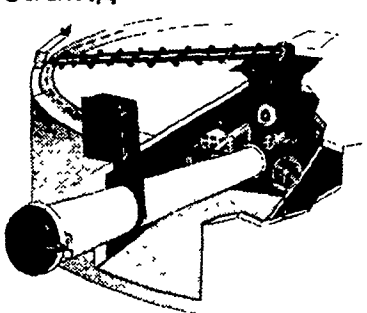
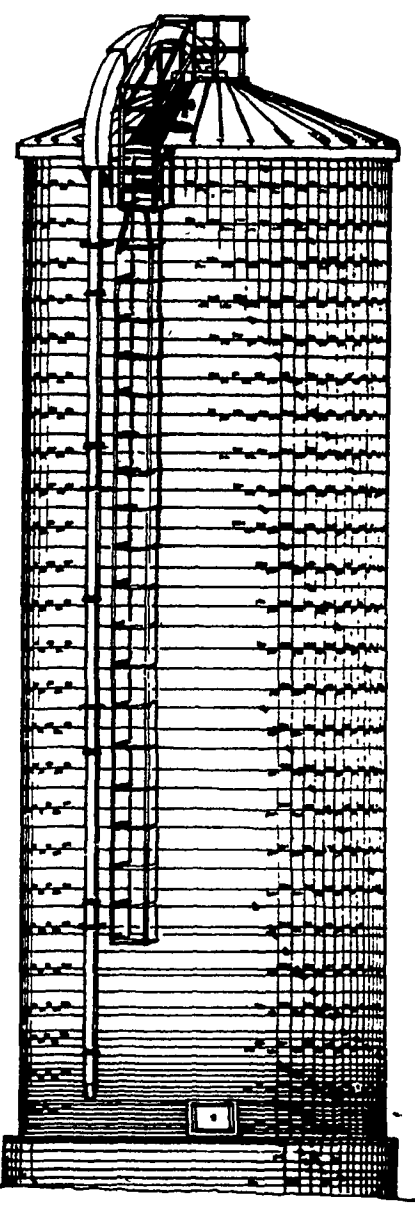


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