

# Dairy Pipeline

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have to produce more milk to have sufficient income to meet their operating and overhead expenses. Government purchases of these newly-created surpluses could exceed the net revenue they'll collect from the 50-cent deductions.

Most dairy farmers and the dairy industry as a whole are honestly concerned about the surplus situation. Most of them also are willing to make some sacrifices to help correct the situation as quickly as possible, if there was a good program for all of them to participate in. They have been offering a lot of good suggestions. Let's look at a few of them.

**Increase consumption**

Increase consumption of dairy products. Develop new products; cater to the consumers' tastes and to their buying habits, and price milk according to the strength of their demand. Look at UHT (ultra high temperature pasteurization)

as a method of overcoming refrigeration and shelf-life problems and for creating new markets for dairy products.

Be more energetic and innovative in promoting dairy products. They are wholesome, nutritious products worthy of promotion. However, don't expect consumers to feel a moral obligation to buy them. They have to be sold, like our competition. That can be done most effectively with the support of those who have the most to lose — dairy farmers. But, hire the experts to get the job done; after all, we're competing with real pros for a share of the market.

Recently, I had the privilege of attending a local meeting of a milk marketing cooperative. I was impressed with their new product development, and their innovative and energetic advertising program. They were attempting to find out what products consumers wanted, and if it looked profitable, they produced it.

They also tagged along with other products, with other food companies, and with well-established big names in their advertising program in an effort to sell more dairy products. And, it is selling milk.

Where were these programs ten years ago? If we would have had them then, chances are we'd have no surplus milk today and the American public would be healthier for having consumed more dairy products.

Use more U.S. dairy products in the armed forces, at sea and abroad. Put milk into school lunch programs. Raise the standards for fluid milk and increase the solids content by using some of our surplus powder. Spend less money on warehousing surpluses; give it away sooner, while it is still fresh, to needy people here and abroad. Develop export markets.

**Reduce competition**

Reduce imports of dairy surpluses from other countries. Many of them are subsidized, and are unfair competition. Levy an import tariff on these products to offset unfair subsidies. If these imports were halted, there would

be no surplus.

**Produce for a consuming market**

It is frightening to know how heavily some dairies depend upon the government to buy their production. I'd be frightened to know that my half-million or 1-million dollar business hinged on such a shaky market, one that is so directly vulnerable to the changing winds of politics.

A consuming market is much more realistic; it's more predictable and more stable. Chances are, there will always be willing consumers.

If we had done a better job selecting our markets and policing our production, we would not have our present problem.

**Reduce Production**


As long as farmers have bills to pay, it is unlikely they will reduce

production unless there is some incentive for them to do so. Higher prices would help if we can control our greed. Another suggestion was for IRS to provide tax credits to farmers who slaughter heifer calves. This would be an incentive for them to help control the size of their milking herds.

A last-resort suggestion was to impose temporary production quotas on dairymen, while at the same time, also pursuing some of the other more positive approaches mentioned earlier. Over-quota milk would be paid for at the lower world market prices, less the costs associated with getting rid of this surplus production.

If this were implemented, it would probably have more impact if dairy farmers were paid with

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