

Adams outlines opportunities to Pa. Dairymen's Association

BY TRISH WILLIAMS
CAMP HILL — John Adams, National Milk Producers Federation, Tuesday evening outlined opportunities to remedy the ailing dairy industry. Adams, who is director of NMPF's Environmental and Food Regulatory Affairs, offered his suggestions in a speech before the 113th meeting of the Pennsylvania Dairymen's Association, held in the ballroom of the Penn Harris

Convention Center. "Opportunity number one," said Adams, "is to make the new federal dairy program work by decreasing milk production by 10 percent." Adams called the program, "an equitable solution Dairymen have the responsibility to make the program work. If the program is unsuccessful by March '85 dairymen will have to face the political consequences. Price

supports could fall beyond what we expected, as much as by \$2-\$3-\$4 per hundredweight. Many dairymen would be forced out of business, especially young dairymen, our future leaders."

Opportunity number two, said Adams, is the dairy promotion program soon to be implemented. The promotion deductions will generate over \$100 million for hard nosed advertising.

Part of this money should be used to dispel some of the myths plaguing the dairy industry, suggested Adams, referring to false beliefs about cholesterol and fat. New dietary requirements that recommend eating less red meat, milk and eggs should also be targeted, said Adams.

Opportunity number three is to develop uniform standards in the United States for solids-not-fat in whole milk, non-fat milk and skim milk, according to Adams.

Opportunity number four is to work at the state level to define what an imitation dairy product is. Adams called imitation dairy products the greatest challenge in the future of the industry.

Opportunity number five, "let's quit fighting among ourselves," Adams said. The dairy industry has lost a lot of respect because of disagreements between its many sectors.

"We cannot afford to be divided and conquered," Adams said. "Today there are many forces in our society working against animal agriculture."

In closing, Adams remarked, "We in the dairy industry must become more consumer market oriented and less big brother dependent."

Secretary of Agriculture Penrose Hallowell said sentiments

in Pennsylvania indicate the state's dairy industry is moving toward that consumer market orientation Adams spoke about.

"We are dedicated to selling more milk," Hallowell said. "We have suggested to the USDA that Pennsylvania have its own promotion program and have requested that Pennsylvania have a representative on the 36 member promotion committee directing the use of promotion funds."

Hallowell was presented a certificate declaring Pennsylvania Brucellosis free by John Atwell, a deputy administrator of the USDA. Pennsylvania has had no outbreaks of the disease since Jan '82. However, he stressed the need to keep a constant surveillance of disease.

David Roth, president of the Dairymen's Association en-

couraged anyone interested in promoting the dairy industry and advertising milk to become a member of the association.

Roth recognized Don Ace for his help and support as an advisor for the association for many years. Ace, now retiring, will be missed, said Roth.

E. Wayne Beshore of New Cumberland was presented the 1983 Charles E. Cowan Memorial Award for "leadership contributing to the improvement and promotion of the Pennsylvania dairy industry."

Beshore's herd of 45-cow registered Holsteins has received the Progressive Breeder Award ten times in the last 11 years.

Beshore has been president and vice president of the York County Holstein Club, and state director of

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E. Wayne Beshore is awarded the Charles Cowan Memorial Award for his many contributions to promoting the dairy industry and his involvement with advertising dairy products. Making the presentation to Beshore and his wife, is David Roth.

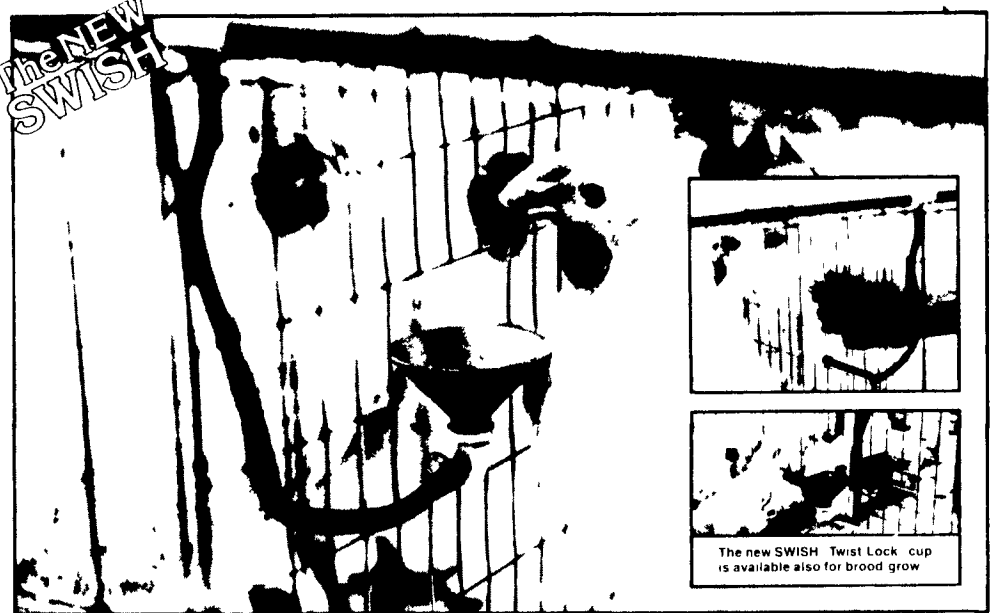


Pa. Dairymen's Association, president David Roth presents Bill Folwell with the Extension Award for outstanding service to the dairy industry.



Harold Probst, left and his wife Joan were honored for Probst's high level of accuracy, efficiency and years of service as a DHIA supervisor in Lancaster County. Probst has 125 dairymen in his unit and makes over 1500 farm visits each year.

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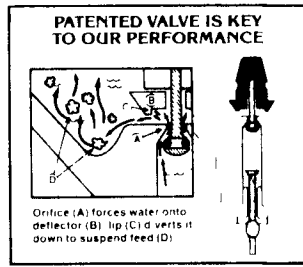
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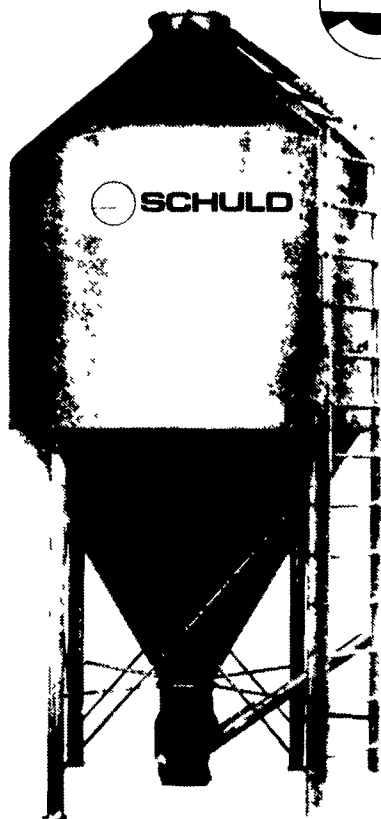


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