

The Milk Check

TOM JURCHAK
County Agent



Eckel and Forwood Named

With surprising speed, the USDA on May 16 selected the members of the Board of Directors to run the National Dairy Promotion and Research Program mandated by the Dairy and Tobacco Adjustment Act. All 36 board members are dairy farmers representing 13 geographic regions across the country. For Region 11, which includes Pennsylvania, Maryland, New Jersey and Delaware, the directors will be Keith Eckel of Lackawanna County; Earl Forwood, Susquehanna County; and Walter Martz of Maryland. For Region 12, which is New York state, the Directors will be John Widger; David Dodge and Leon Brown.

In each Region there are two directors who are dairy co-op members and one shipping to a proprietary handler. In Pennsylvania, Earl Forwood is president of Eastern Milk Producers, and Walter Martz is with the Maryland-Virginia Milk Producers Cooperative. Keith Eckel is president of the Pennsylvania Farmers Association and ships to Farmland.

In New York, John Widger is with Dairylea and Leon Brown a NEDCO member. David Dodge is a member of the New York Farm Bureau. With the announcement of the members of the Board, the Secretary also set a date for their

first meeting on May 30 in Washington. Selections were made from 150 nominations submitted by dairy co-ops and farm organizations.

Naming of the Board of Directors was the last step needed to set in motion the national program. Mandatory deductions of 15 cents a hundred from producers had already started with May milk shipments. Speed in naming the Board was important because producer funds would be accumulating in June, but equally important was the short time available for the program to prove itself before a national referendum of producers to be held before September 1985.

Based on last year's production of 140 billion pounds of milk, the 15-cent contributions should produce \$210 million annually for advertising and promotion. However, the program provides for a 10 cent credit to "local" programs so the national may be managing less than \$100 million in funds. In recent months all "local" programs, whether managed by states or through Federal Milk Marketing Orders, have increased producer contributions to 10 cents to capture the maximum share of the national funds for their own use.

The total amount available for dairy promotion will be a three fold increase over what has been contributed by producers in the

past. Still to be decided is the composition of the executive committee of the national board and, more importantly, will any of the funds be available for brand advertising either locally or nationally.

Estimates of the impact expected by the increase in promotion made by the United Dairy Industry Association indicate increased sales of over 1.5 billion pounds of milk in 1984 and over three billion in 1985. This would translate into a billion dollar benefit to producers through an average increase of 60 cents a hundred in the farm price. Other benefits hoped for from the program are to reduce the in-roads made on real dairy product sales by imitations, particularly in the cheese industry, and the development of new dairy products that will open new markets par-

ticularly with the newer generation.

While the increase in funds available for dairy promotion sets new records for the industry, it still lags far behind the \$1.7 billion spent by other beverage producers but it is hoped that within the next 15 months the value of advertising can be demonstrated to producers convincingly enough to get a favorable vote from them in the referendum to be held next year.

Pennsylvania Ready

Right on schedule, the Pennsylvania Bureau of Markets mailed authorization letters on May 11 to those producers who did not have an opportunity to contribute to a dairy promotion program through milk check deductions by their handlers. These producers were those shipping milk to handlers regulated by the Pennsylvania

Milk Marketing Board or producer-dealers who must also contribute to the program. Those producers shipping to Federal Order handlers were not expected to participate in the state programs since their contributions would be used to promote milk sales in their own markets.

The state program is voluntary and over 5,000 cards have been mailed at the request of producers even though it's estimated that there are less than 3,000 farmers shipping to handlers not under Federal Orders. All the handlers in Order 2 are now cooperating in the "positive letter" for that Order so the 10-cent credit will automatically go to promote the milk sales for those producers. A similar situation exists for producers shipping to Order 4 and Order 36 handlers. However, if you

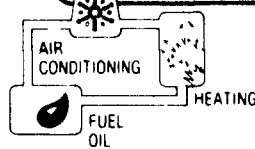
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Propeller dia 14' 2"

Drive
Waste LF4 telescoping U joint
assembly with 2 shear pins

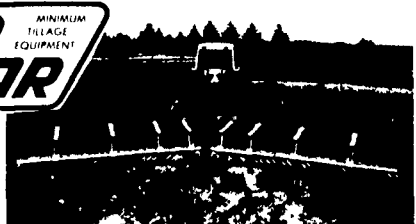
Tractor Requirements
3 joint hitch Category II or III
Narrow (Category III) Narrow requires
adjusting spacers in ball joints of
lower lift arms.

Hydraulics single remote outlet
ASAE B inch stroke cylinder required
(not furnished)
PTO - 540 rpm
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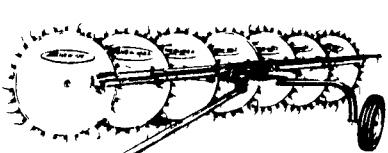
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