

# Dever reports on Inter-State status at District 11 meeting

**BY WENDY WEHR**  
**COCHRANVILLE** — Members of Inter-State Milk Producers' Cooperative District 11 met Thursday, January 24, for their annual dinner meeting, held in Cochranville. Inter-State Assistant General Manager Robert Dever offered a review of 1984 and some comments about the uncertain prospects for the dairy industry in 1985.

Also addressing the dairy farmers was Trish Williams, Director of Communications for the Middle Atlantic Milk Marketing Agency. Elections of officers and delegates were also held during the annual meeting.

Last year represented a year of change for Inter-State, said Dever. The cooperative experienced a 16 million pound drop in milk due to the diversion program. While this is a small percentage of the total volume of milk handled, he added, the drop followed several years of unbridled growth in production.

Also during 1984, said Dever, Inter-State's largest customer — Abbott's — went bankrupt, leaving the co-op with a \$2.5 million loss. While this was a serious blow, every member did get paid, reassured Dever. How much of that loss can be recovered is uncertain, but Dever informed the members that a creditors' com-

mittee has been formed and that Inter-State is well represented.

"In 1985," said Dever, "we do have to address the supply and demand question." While the President, and Mr. Stockman of OMB, and the federal government may want to get out of supporting the farm program altogether, he continued, at there very least we will see some adjustment in the support price program.

"As long as we're looking at an oversupply situation," cautioned Dever, "we'll probably have lower prices than now." Increased consumption may point to a good long-run outlook, but in the short-run prices will be down.

Dever encouraged the farmer-members to talk to their U.S. congressmen. Tell them what ag and the family farm means to you, what your votes mean to them, and where you stand on the cost of production and price of milk, concluded Dever.

Sharing information with the Inter-State dairymen about the Order 4 milk promotion program was Trish Williams of the Middle Atlantic Milk Marketing Agency. Inter-State is the largest contributor to MAMMA, and 10 of the agency's 19 board members are Inter-State representatives.

Williams outlined the 1985 promotion program and showed the members a sampling of dairy advertisements being aired on television. She reviewed the goals of the dietary calcium ad campaign, which focuses on the health risks of insufficient calcium intake, minimum daily calcium requirements, and dairy products as the single best source of calcium.



Newly elected officers and delegates from the Cochranville local included (left front) Terry Stauffer and William Parry, and (left back) Duane Hershey and Harry Troop.

She noted that because the Middle Atlantic area is a densely populated consumer market, more national advertising dollars are being spent here than are generated here. MAMMA's 1985 focus will be on fluid milk advertising, she added, including the "It's Fitness You Can Drink" campaign.

Chairing the annual meeting was Steve Mason, president of the Oxford local, and presenting

awards was District 11 Director, H. Lee Brown.

Brown presented Richard Buckwalter with an award for five years continuous participation in Inter-State's cost of production study. Brown also recognized Horace Prang, recently retired Inter-State director.

Terry Stauffer delivered the delegate's report, reminding the members of the history of the

(Turn to Page A37)

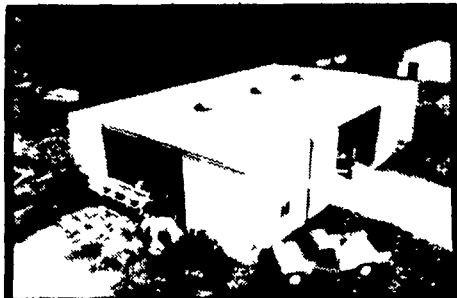


Inter-State District #11 Director H. Lee Brown, left, presents an award for five years continuous participation in the co-op's cost of production study to Richard Buckwalter, Cochranville.

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