

Dairy Marketing

Milk price to drop in March

Alexandria, VA -- Middle Atlantic Order Market Administrator Joseph D. Shine today announced a Class I milk price of \$13.90 per hundredweight for March 1986. This price is down six cents from February and is \$1.28 below last March's Class I price.

Mr. Shine announced a Class II milk price of \$11.17 per hundredweight for January 1986 and a butterfat differential of 16.0 cents for the month. The Class II price was down nine cents from the

previous month, while the butterfat differential was unchanged.

The March 1986 Class I price and the January 1986 Class II price are based on the January 1986 Minnesota-Wisconsin manufacturing milk price of \$11.12 per hundredweight at a 3.5 percent butterfat content.

The USDA reported that the wholesale price of Grade A butter at Chicago for January was \$1.3875 per pound and the nonfat dry milk price as \$.8058 per pound, f.o.b. plants in the Chicago area.

Jersey milk production set new record

COLUMBUS, OHIO -- The average production of Jerseys on official DHIR test reached an all-time high in 1985, breaking the record set just last year.

The 42,283 lactations from Jersey cows in 756 herds on DHIR test averaged 12,685 lbs milk and 601 lbs fat, surpassing the 1984 marks of 12,501 lbs milk and 598 lbs fat.

American Jersey Cattle Club (AJCC) officials credit this increasing production to two major factors. First, Jersey dairymen are making better use of sophisticated genetic tools

available for herd improvement, mainly high Predicted Difference sires available through artificial insemination. Second, they are also doing a much better job of managing their herds by feeding high quality forages and well-balanced total rations.

More and more milk markets across the country are recognizing the value of high-solids milk through multiple component pricing or end product pricing, thus increasing the value of high protein Jersey milk. These improved markets coupled with the high level of efficient Jersey production have made the Jersey cow increasingly competitive in today's dairy economy.

CalciMilk - the "new milk"?

BY MARTHA J. GEHRINGER
LANCASTER -- Contrary to the theory that white cows give white milk and brown cows give chocolate milk, CalciMilk does not come from a new breed of dairy cows. CalciMilk is a new milk product that contains 66 percent more calcium than regular lowfat milk.

This product is a lactose reduced, lowfat milk that has been calcium fortified with the addition of tricalcium phosphate. A stabilizer is then added to keep it in suspension.

CalciMilk was developed in answer to the growing concern over calcium deficient diets and osteoporosis, according to Alan Kligerman, president of Lactaid Inc, the marketing and licensing corporation for CalciMilk.

A logical solution to this concern was to take the number one source for calcium and make it better. This is what they did at Lactaid, and CalciMilk was born.

Lactose reduced milk was chosen as the first type of milk to be enriched since studies have shown that when highly digestible lactose is present, calcium absorption by the body increases.

Calcium is required by all ages of people, it is especially important in the diets of women over the age of 35. This is due to their increased susceptibility to osteoporosis, the headline need of recent months.

This mineral is also required for proper heart beat, blood clotting, proper nerve function, control of blood pressure and strengthening of bones. When a shortage of calcium occurs, a type of competition develops between the

blood and bones for any available calcium. The blood is always the eventual winner and draws on the bones as a calcium source. This is when the deterioration process begins.

CalciMilk addresses this need capably in a delicious new form of milk. Although it won't provide any drastic increase in sales or take care of the surplus, it is targeted for a portion of the population which may not have been milk buyers previously.

Ted Heck, vice president of marketing for Allentown Processing Inc., Allentown, feels very bullish about this product and is delighted at the way current sales are progressing. Heck explained that since its introduction on the market in October 1985, sales have been steadily in-

creasing. A contributing factor to this he feels is its extended shelf life of 45 days.

Allentown Processing Inc. distributes CalciMilk in the Pennsylvania and surrounding areas under the Lehigh Valley Farms trademark. Dairylea handles the distribution for New York state.

By the end of the year eight dairies will be distributing this product nationwide.

This is the latest milk product to be developed as part of a continuous effort to halt the per-capita decline in consumption and make milk more appealing to more people.

You've heard of the new flavors of soda perhaps we should advertise this as the new milk!

MMI returns members' equity

STRONGSVILLE, OH -- Equity refunds totaling more than \$1.6 million were returned to the dairy farmer members of Milk Marketing Inc. (MMI) during the month of December, according to Don Schriver, director of membership relations and public affairs for MMI.

The board of directors approved the cash returns to the members at a recently held board meeting in Strongsville, OH, home office location of MMI.

"With this refund for 1985 the total redemption from MMI to its members will be nearly \$15 million since MMI was organized in 1978," said Schriver.

The current redemption will be to members and inactive former members who had been with the MILK, Inc. and Miami Valley Cooperative Milk Producers, Inc. under a plan developed before the

1978 merger. All equities with the total value of over \$18 million from the predecessor cooperatives will be redeemed by 1988, according to Schriver.

"This is in line with board policy to have a 10 year revolving plan for member financing of the cooperative. The ability to redeem member equities is the result of MMI's commitment to keep the ownership in the hands of the users. Redemptions are paid 100 percent in cash," explained Schriver.

MMI is a 8,500 member dairy farmer owned cooperative encompassing an eight state mid-western area including Ohio, Indiana, Pennsylvania, Michigan, New York, Kentucky, Maryland and West Virginia. Last year MMI marketed more than 4.7 billion pounds or 547 million gallons of milk.

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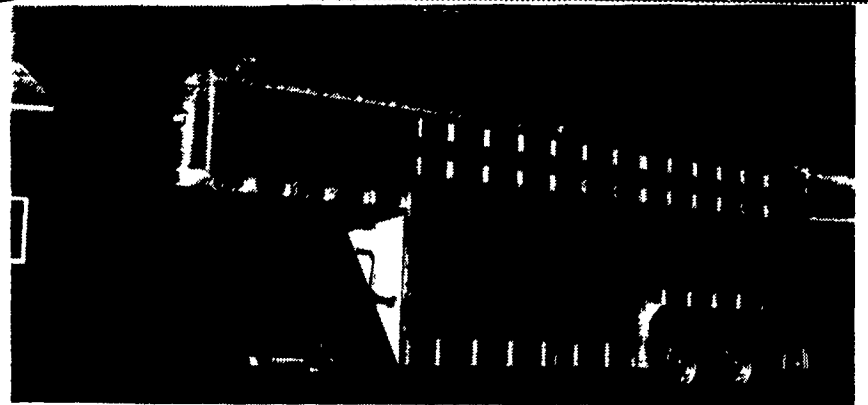
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