

Maryland Dairy Council celebrates 25th anniversary

BY JOYCE BUYP
Staff Correspondent
BALTIMORE, MD — The national president of Dairy Council came to town this week, to help celebrate an anniversary.

Elwood W. Speckman, PhD., was the featured speaker at the 25th anniversary meeting of Dairy Council of the Upper Chesapeake Bay, held at the downtown Marriott Hotel.

"The problem is more with the diner than the dinner," observed the NCD head, commenting on changing consumer eating habits, based on real or perceived ideas of nutrition.

According to Dr. Speckman, a growing consumer consciousness of ties between eating and health, such as the continuing cholesterol debate, poses both a "threat and an opportunity for the dairy industry."

Dairy Council's mission through 1988, according to Dr. Speckman, is to focus on the changing diet needs of society, with a realistic approach to the development and implementation of new programs.

Issues of calcium, cholesterol and fitness all tie to renewed awareness of diet. A large segment of consumers have misconceptions of the nutrient values of dairy products, mistakenly perceiving them as high in fat and calories.

Dairy Council strives through education programs to promote balanced diets, based on the

recommended four food groups. Part of that message is that recommended daily levels of dairy food consumption supplies 76 percent of calcium needs, 36 percent of phosphorous, 36 percent of riboflavin, 21 percent of protein, and 20 percent of zinc and vitamin B12, yet only ten percent of energy, or calorie, levels. "Nutrient dense" is how Dairy Council describes the diet value of dairy products.

Increased awareness of the need for adequate calcium in diets serves as a link between dairy products and fitness. High incidences of osteoporosis, tied to low calcium intake, have made calcium a timely national health issue.

Nutrition researchers are further delving into the relationship between calcium levels and blood pressure. High blood pressure, or hypertension, in turn is often linked to heart disease and strokes. Researchers are also studying the role of calcium and cultured dairy products in reducing colon cancer.

"Most men and women are not consuming proper levels of calcium," noted Dr. Speckman. "And, some specialists are now suggesting that the recommended minimum dairy requirement for calcium is too low."

Research continues to be a large part of National Dairy Council's industry role, with 98 different research studies underway. In addition to the range of studies on

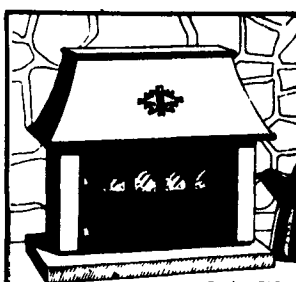
calcium, scientists are looking at such diverse concepts as the role of ice cream in the diets of diabetics, the role of whole milk in treating stomach ulcers, and a possible tie between the consumption of certain hard cheeses and reduced tooth cavities.

As part of the silver anniversary luncheon celebration, honorary director Ralph Strock presented a milk toast to the work of the Dairy Council. Special guests included past directors and former staff members.

Dairy Council of the Upper Chesapeake Bay, was incorporated in June of 1960. DCUCB is headquartered in Towson, and funded by members of the Middle Atlantic Division of Dairymen, Inc., and the Southeast United Dairy Industry Association.



On hand to help celebrate Dairy Council's 25th Anniversary were (left), Jesse Bural, president of the Dairy Council; Effie Robinson, vice president of the eastern region of the southeast district; Bob Earle, vice president of operations of SUDIA; Carolyn Thompson, manager of the Dairy Council; and speaker Dr. Elwood Speckman.



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