

# National Dairy Board Holds Second Annual Meeting

WASHINGTON, D.C. — A trade bill, aimed at the Irish Dairy Venture in Georgia, passed the Congress on Thursday, according to congressman James Jeffords of Vermont. This bill permits the firm to use federal funds to open their dairy and fill the barn with cows, however they cannot sell their milk to a class one or class two market, he explained.

Jeffords, who co-authored the buyout bill, commented on the current success of the program, "The whole herd buyout program is working beyond expectations at this point." Jefford made his remarks at the second annual meeting of the National Dairy Promotion and Research Board.

In reference to the National Cattleman's Suit, he added, "We originally set the program up to be phased in and appropriated \$400 million to buy beef on the market in excess of normal culls."

However, Congress members representing beef people came to the Congress committee and suggested the phase out portion of the bill be removed and the program be front loaded. Their reasoning was that the market would be a little tighter and beef prices would be up in spring, Jeffords explained.

However, what did happen was that speculators on the futures market and cattleman panicked, causing the problem, he added.

Continuing, "This program is a temporary solution. If we don't get production under control there will be more price cuts," Jefford emphasized. He added that anyone who is "racing for base" and increasing production in preparation for a quota system are under an "illusion". The net effect of such actions is a cut in the support price.

A new farm bill will not develop until 1990, and, under the present administration there is "no hope

for any type of supply management or quota system," Jeffords said.

Highlights of the annual meeting, held on Thursday and Friday, included a report that dairy product commercial use has increased by four percent over last year, and seven percent during the board's existence.

"This is the first time in more than twenty years we have seen a major upturn in dairy products use," said Ivan K. Strickler of Iola, Kan., board chairman. He added that cheese use was up 12 percent and butter use has increased 5.7 percent.

Of all the dairy products available to the consumer," Strickler said, "only non-fat dry milk did not make significant gains."

"We believe the Board's promotional efforts, combined with those of other dairy promotion groups around the country, have made the difference," he stated.

The Board's advertising and sales promotion budget for fiscal 1986, the first full year of its promotional program, was \$66.4 million with audiences targeted for use of fluid milk, cheese, butter, ice cream and dairy calcium.

Joseph J. Westwater, Chief Executive Officer of the Board, said the research projects also are beginning to produce promising results.

"We have 51 nutrition projects underway studying calcium's role throughout the life cycle," Westwater commented. "The researchers are among the best in the country, and we think they soon will have some positive new results, especially concerning calcium's role in controlling or preventing hypertension, osteoporosis and colon cancer."

The National Dairy Board has committed \$1.5 million to help create Dairy Research Centers at

major universities and land-grant colleges throughout the United States. Three additional colleges were approved for projects in the coming year at Thursday's session. A total of 43 basic and applied research projects are currently underway.

These projects range from studies of the physio-chemical properties of dairy constituents to biotechnology in dairy science.

Preliminary media advertising plans for 1986-87 were reviewed. The board watched commercials which focused on five subjects: cheese continuity, adult fluid milk, butter, children's fluid milk, and calcium; then passed their recommendations for changes to the advertising firm. Commercials presented yesterday are slated for airing beginning in September,

1986.

In other action, the Board elected its officers and committee chairmen for the 1987 fiscal year. All officers were re-elected to their respective positions: Ivan Strickler, Kan., Chairman; Louis Calcagno, Calif., John Malcheski, Wis., Secretary; and John Widger, N.Y., Treasurer.

Secretary of Agriculture, Richard Lyng, presented awards to the 13 reappointed board members. In his remarks, Lyng congratulated the Board on an excellent job of promotion in the past year. He suggested that they had done such an outstanding job in the promotion field that other commodities were taking their lead and developing similar programs.



James Jeffords

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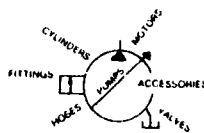
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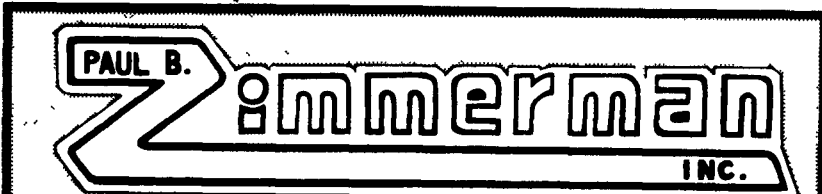
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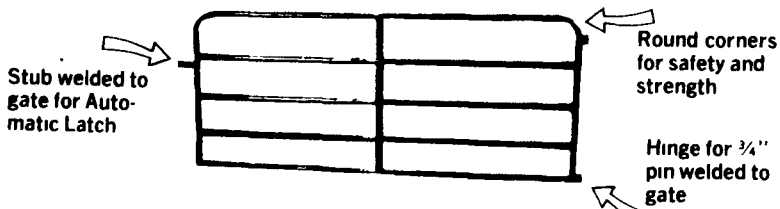
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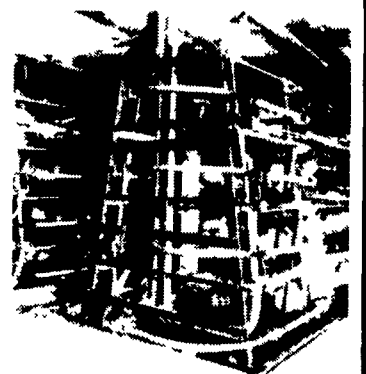
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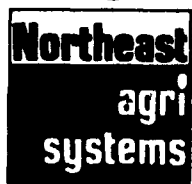
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