

Dairy Sales Continue Gains

SYRACUSE, N.Y. — Dairy sales showed a strong increase in 1985, marking the second year of growth for the dairy industry. Total sales of dairy products in 1985 were up 3.7 percent over 1984 figures. This comes on top of a 3.5 percent increase in 1984.

The most positive area of growth has been the increase in fluid milk sales. Consumption of milk, which for years has been on the decline, has risen almost 3 percent since 1983. Low fat milk sales have been the leading factor in this trend.

Butter sales were up about 3

percent in 1985 to 932 million pounds, the second highest total in 17 years. Commercial disappearance of American cheese rose about one percent, while other varieties of cheese increased six percent. These sales increases are expected to continue throughout

Dairy Marketing

this year, with sales remaining strong during the early months of 1986.

Economists have cited three

major factors for the recent growth in dairy consumption; promotion, price and the economy. The generic advertising program funded by dairy farmers has generated an annual national budget of \$200 million. \$11.6 million of this budget is used locally by the American Dairy Association and Dairy Council to promote dairy products in the New Jersey, New York and Pennsylvania area.

In addition to promotion, dairy sales have been boosted by low retail prices and the strong economy. Retail dairy prices were down one percent in 1985, compared to an increase of 2.5 percent for all foods. This made dairy products an attractive food item for consumer purchases.

The strong increase in commercial sales is one of the bright spots on the horizon for dairy products. These sales increases combined with lower production due to the herd buyout program could bring about the long awaited balance in the supply and demand for dairy products.

Centre County 4-H Sheep Club

The Centre County 4-H Sheep Club met May 7 at the Center County Extension office. Dirk Wise, assistant shepherd at Penn State University, spoke to the club on feeding and caring for market lambs.

Martha Hartle, cookie sale chairman, reported that the club sold 58 cases of cookies. She also gave the following report on the officer meeting: June 4, identification and marketing of wool; July 2, fitting at the grange fairgrounds with members actually fitting a sheep; August 6, showmanship. The officers also discussed a July tour to Rock O slaughter house in Virginia.

The club will serve food at the Keystone Sheep show and sale in July.

The next meeting will be held June 4 at 8 p.m. at the Rider Farm.



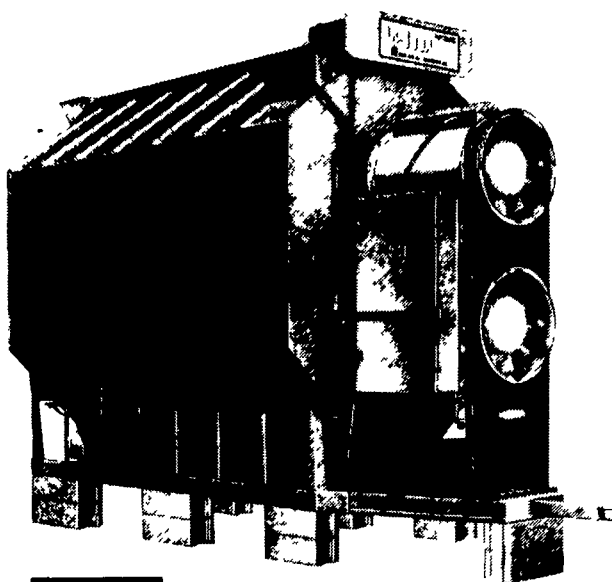
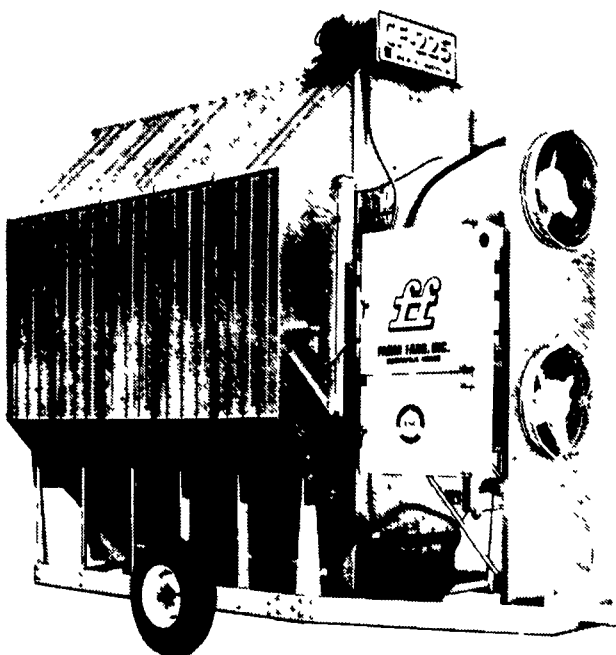
MAMMA Balloon Finishes Fourth

Spectators gather in Baltimore's Patterson Park to watch balloonist prepare for the Great Preakness Balloon Race. Placing fourth in the race was the balloon sponsored by

Middle Atlantic Milk Marketing Area shown in foreground of photograph. Seventeen balloons flew in the race.

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