

## Dairy Products Use Biggest In Twenty Years

WASHINGTON, D.C. — Top officials of the National Dairy Promotion and Research Board reported today that dairy product commercial use has increased significantly since the industry's expanded national promotional program began two years ago.

"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, Kansas, Board chairman. He reported at the Board's second annual meeting May 22-23 in Washington, D.C.

Strickler reported that commercial use of total milk has increased seven percent since 1983. He added that cheese use was up 12 percent and butter use increased 5.7 percent.

"Of all the dairy products available to the consumer," Strickler said, "only non-fat dry milk use 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," Strickler

said.

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.

A major part of the advertising budget promotes dairy products as a major source of calcium. According to U.S. Dept. of Agriculture figures, about 75 percent of the U.S. population gets its calcium from this source.

Joseph J. Westwater, Board chief executive officer, said the group's research projects also are beginning to produce promising results.

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

Westwater said the Board is proud of its national osteoporosis

awareness campaign which in the last year has reached millions of people from coast to coast through a variety of informational materials.

The National Dairy Board has also committed \$1.5 million to help create Dairy Research Centers at major universities throughout the U.S. These centers would provide a

centralized structure for dairy research and training of researchers. Forty-three basic and applied research projects are also underway. They range from studies of the physio-chemical properties of dairy constituents to biotechnology in dairy science.

The Board has also formed an Export and Military Sales Com-

mittees to expand dairy product sales in these areas.

Established by Congress through the Dairy and Tobacco Adjustment Act of 1963, the Board began operating in May, 1964. It is financed by a mandatory 15 cents per hundredweight assessment on all milk produced in the contiguous 48 states and marketed commercially by dairy farmers.

## American Guernsey Convention Is 'The Place To Mix'

Billed as "As The Place To Mix In '86", the American Guernsey Cattle Club Convention is set for Peoria, Ill., on June 13-16. A milk-bucket full of activities has been planned to highlight the 109th national convention.

**Thursday, June 12**  
Board meeting  
Orientation for queen candidates

**Friday, June 13**  
Directors meeting  
Queen contest interviews and skits  
Banquet, open forum and youth party

**Saturday, June 14**

Tour Peoria  
Barbeque  
Annual meeting

**Sunday, June 15**  
Church service  
Prairie Park Tour  
Cruise

**Monday, June 16**  
Awards Breakfast  
National Heifer and National

Convention Sales

In addition the program lists these seminars: Breeding Problems; Feeding a 20,000-pound Guernsey Cow; Hay in a Day; Dairy Farm Finances; Stress and How to Live With It; Building a Family Farm Teamwork Tradition; and Computerized Mating. The Continental Regency Hotel is the convention headquarters.

## Growing Nut Trees

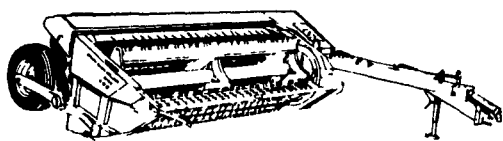
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— No matter how you look at it, the black walnut is a very valuable tree. Its wood is in such demand that many walnut trees are being harvested before they reach maturity, reports Penn State specialists. This indicates that the supply is diminishing. And it might not be a bad

gamble if young people planted some black walnuts. Deep, rich, well-drained soil is needed and they require good management.

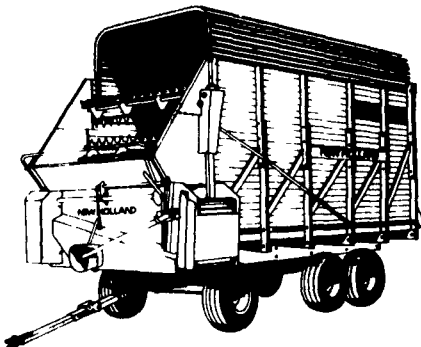
Penn State has a correspondence course written for the individual who wants to grow a few nut trees. The course discusses chestnuts, walnuts, hickories, hazels, and filberts. It teaches soil

and fertilizer needs and diseases and insect control. Propagation and grafting are discussed with drawings to demonstrate correct ways to graft nut trees. You get the complete course by sending \$10, (including postage) to Edible Nuts, Dept. 5000, University Park, PA 16802. Make check payable to Penn State.

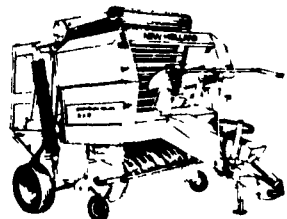
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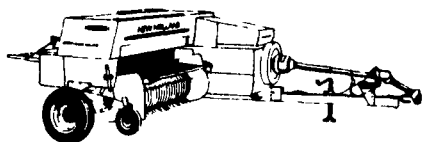
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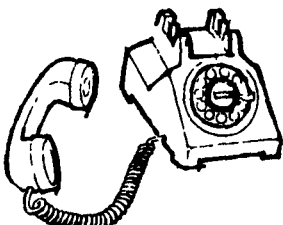
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