

# National Dairy Board Hails Major Increase In Dairy Product Use

WASHINGTON, D.C. — The National Dairy Board issued its second annual report recently by hailing a major upswing in consumer use of dairy products.

"When the Board was created by Congress in 1983," Chief Executive Officer Joseph J. Westwater said, "the experts predicted the new national dairy promotional efforts would boost dairy sales about two percent a year. Now, according to U.S. Dept. of Agriculture figures, total milk sales are up seven percent for the two years."

The Board also reported that cheese sales are up 12 percent and butter use is up 5.7 percent in the two-year period.

Westwater said one of the major reasons dairy sales are up is the advertising campaign the Board has conducted to stress dairy products as part of today's healthy lifestyles as well as excellent sources of calcium.

"The value of milk, yogurt, cheese and cottage cheese as natural sources of calcium has the endorsement of virtually every important medical researcher in the country," Westwater said.

The Board last year spent \$18.2 million or 29.8 percent of its \$61.1 million advertising budget on dairy calcium promotion.

In addition, it funded television public service announcements for 68 members of Congress, including

Speaker Tip O'Neill and Senate Majority Leader Bob Dole, offering a free brochure on osteoporosis, the bone crippling disease, to their constituents.

Other major advertising expenditures were \$21.3 million for cheese, \$13.5 million for fluid milk,

\$4.3 million for ice cream and \$3.8 million for butter.

The Board also spent \$6.6 million for nutrition research and education.

"We have many of the best medical researchers in the country doing calcium research, and in the

next year there should be very significant results from these studies," Westwater said.

Another \$3.8 million of the Board's funds went for product research and development.

"We are pleased by our accomplishments in the relatively

short time period of our existence," Westwater said. "We have moved fast on ideas and that is a major reason for our success. We are launching our third year with the same enthusiasm as our first two, and hope to increase dairy products sales even more."

## Dairy Leader Urges RCMA Sign-Up

SYRACUSE, N.Y. — A strong campaign to get all Northeastern dairy cooperatives and independent dairy farmers as members of the Regional Cooperative Marketing Agency can succeed in raising the farm price of milk, according to Clyde E. Rutherford, president of Dairylea Cooperative, Inc.

Rutherford, who is also chairman of the New York State Milk Advisory Council, said that more than 65 percent of the region's 30,000 producers are already members of RCMA.

RCMA is a Marketing Agency in Common as defined by the federal Capper-Volstead Act. The act permits farmers and their cooperatives joined together to establish prices for their products. In the milk industry, because such prices are set at some level above

the minimums established each month by the federal milk marketing orders, the process is usually called "over-order pricing."

Rutherford said that Dairylea, one of the region's major milk processors, is committed to paying the RCMA over-order price "as soon as it can become effective." RCMA's executive director, Arthur Little, has set 95 percent of all Northeastern dairy farmers as the minimum sign up necessary to make the over-order pricing program work. He said that when the Pennsylvania - Maryland - Virginia cooperatives set up a companion pricing program identical to RCMA and coordinated with RCMA, the Northeast will then have almost 80 percent of the producers signed up.

"RCMA is the only legal

mechanism now available that can deal with over-order pricing on a regional basis," said Rutherford. "For financially hard pressed dairymen, RCMA is an all-win, no-lose opportunity."

Dairylea's president, an Otego dairyman, urged farmers to consider these facts about RCMA: it is controlled by a board of directors representing both co-ops

and independents; a recent supreme court decision has affirmed its legality; all RCMA over-order premiums will be collected and distributed under the direct control of a bank; costs of administration will come from over-order premiums, and not from farmers' regular milk check. These costs are projected to be approximately one cent per hundredweight.

## Dairy Club Turns 40 Years Old

YORK SPRINGS — This year marks Adams County 4-H Dairy Club's 40th year. The current 1986 members of the dairy club will host a celebration for all the alumni 4-H dairy members. It is scheduled for Oct. 25 at the Heidlersburg Fire Hall. The celebration will be held in conjunction with the annual 4-H

Dairy Awards Banquet beginning with a social at 6 p.m. followed by the dinner at 7 p.m.

For further information contact the Adams County Extension Office in Gettysburg or Janet Ludwig, 514 Latimore Valley Road, York Springs, Pa. 17372, or phone 717-528-4792.



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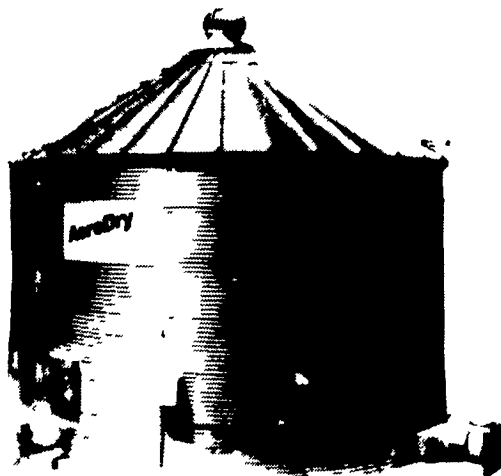
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