

## Cornell, Vermont To Establish Northeast Dairy Research Center

ITHACA, N.Y. — Cornell University and the University of Vermont will jointly establish a Northeast Dairy Foods Research Center to step up research on dairy products to meet consumers' changing needs.

Another major goal of the center is to increase the number of food scientists needed for the nation's food manufacturing industry, according to the National Dairy Promotion and Research Board, the sponsor of the center.

The board, the dairy industry and the two universities will finance the center's research projects and other activities with approximately \$1.8 million a year for five years, according to Richard A. Ledford, professor and chairman of the Department of Food Science in the New York State College of Agriculture and Life Sciences at Cornell.

The national dairy board's share is \$600,000 per year. The New York dairy industry has pledged to kick

in more than \$600,000 per year, Ledford said.

The Northeast Dairy Foods Research Center is one of six such centers to be established in various parts of the country. Cornell and the University of Vermont, along with nine other universities, were designated by the National Dairy Board to form these research centers.

"We are now working out with representatives of the University of Vermont those details necessary for the establishment of the proposed research center," Ledford said.

Established in 1963 by Congress to promote the nation's dairy industry, the National Dairy Promotion and Research Board hailed its move to establish six regional dairy research centers as "a boon to the entire dairy industry."

The board pointed out that the proposed research centers will "catalyze further advances in

dairy product research and processing technology and will strengthen the dairy industry's position as the food industry's leader in biotechnology."

Cornell food scientist David Barbano, who has worked on the proposal submitted to the dairy board, said that changes in consumers' attitudes toward foods and nutrition, changes in the types and number of meals eaten away from home and shifts in demographic trends, among other factors, are expected to provide new marketing and growth opportunities for the dairy industry.

"To capitalize on these opportunities, the dairy industry will need to have the basic scientific and technical information to tailor dairy products to meet changing consumer needs," he said. "The establishment of a joint dairy research center at Cornell and the University of Vermont will provide scientific, technical and marketing support to help meet the changing

needs of the Northeast dairy product manufacturing industry."

According to Barbano, work at the center will focus on dairy product development; improvement of the quality and safety of milk and dairy products; dairy product processing and engineering; chemistry and microbiology of dairy products; nutritional attributes; development of standardized methods for analysis and testing of dairy foods and ingredients; and product packaging technology, among other areas of research.

A significant portion of the research work is expected to be carried out in a new food processing and development laboratory now under construction at Cornell; it's scheduled for completion this fall. The laboratory is a major addition to research facilities of the Department of Food Science.

The universities designated by the National Dairy Board to

establish five other dairy research centers in other parts of the country are the University of Wisconsin in Madison, the University of Minnesota, South Dakota State, Utah State, Oregon State, the University of California at Davis, California Polytechnic and State University, North Carolina State and Mississippi State.

## Over-Order Prices

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very inelastic. The consumer will ultimately pay for over-order pricing since, as in most consumer products whether food or nonfood, increased costs are almost always passed on.

Retail dairy product prices have risen less rapidly than most retail prices and dairy products remain a good buy. Also, since dairy products make up such a small portion of the consumer's budget, a small increase in fluid milk prices will not have that great a negative impact on the welfare of the consumer.

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