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# **DHIA Leaders Attend Conference**

Clyde Robison, president of the Pennsylvania DHIA Board of Directors, and Dick Barth, general manager for Pennsylvania DHIA attended the "Teamwork at the Top" conference held recently at the Hershey Pocono Resort. This first-ever conference was jointly sponsored by Cornell University, Ohio State University and Penn State University, and focused on internal communications within a cooperative.

Seventeen "leader-teams" attended the conference and experienced, through lectures and 'hands-on' workshops, the importance of compatibility between leadership styles and communications to the good working relationship between a general manager and board president.

Participants heard from many top cooperative and corporate leaders, including George Steele, former Agway board chairman, Richard A. Zimmerman, CEO and Chairman, Hershey Foods; Edward Gelsthorpe, retired CEW, H.P. Hood Inc.; O. Glenn Webb, chairman and president, Growmark inc.; and Lee R. Kolmer, Dean, College of Ag and Home **Economics, Iowa State University.** 

# USDA To Conduct Consumption Study For Dairy Commission

WASHINGTON — The United States Department of Agriculture has agreed to provide the National Commission on Dairy Policy with a comprehensive explanation of the recent increases in dairy product consumption, according to Clyde Rutherford, chairman of the Commission.

"Explanations of the upward trend in consumption are numerous. Expanded promotion efforts, increased real consumer income, lower unemployment rates, decreased prices for dairy products and changes in dairy product prices compared to other

food groups have all been cited as reasons for the increase," said Rutherford, "We're pleased that USDA has agreed to our request to conduct the study because, quite frankly, that agency alone has the resources to do a comprehensive study.'

In a letter to Rutherford, Secretary of Agriculture Richard Lyng pointed out, "We (USDA) agree that many factors interact to shape consumer demand and it is important to understand how each contributes to observed changes in consumer trends. The Department will comply with your request and

I have instructed the Economic Research Service to prepare the study. We anticipate completion and delivery of the study to the Commission on or before Dec. 1, 1987." USDA will brief the Commission on the preliminary results of the study in November.

The National Commission on Dairy Policy was created by the Food Security Act of 1985 and is charged with making findings and develop recommendations for the Secretary of Agriculture and Congress with respect to future long term dairy policy. The Commission is to look at new

technologies which could have an impact on the price support program and the structure of the

dairy industry. The report by the Commission is to be submitted by March 31, 1988.

## MMI Delegate Meeting Set For July 8

STRONGSVILLE, Oh. - The MMI activities, the national dairy 1987 mid-year delegate meeting of Milk Marketing Inc. is July 8, at The Fawcett Center for Tomorrow. The Ohio State University, Columbus.

Keynote speaker for the event will be Ed Couglin, director of dairy division, U.S. Department of Agriculture, Washington, D.C. MMI President Herman M. Brubaker will update delegates on

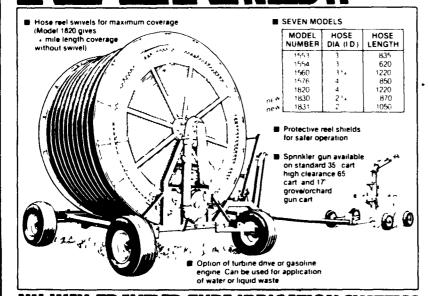
promotion campaign, and current legislative issues. MMI General Manager Gordon Riehl will present the management report.

Registration begins at 9:30 a.m. in The Fawcett Center for Tomorrow. The meeting begins on 10:30 a.m. The facility is located just north of The Ohio State University Stadium, at 2400 Olentangy River Road.

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