

National Dairy Board Adopts Revised \$81.7 Million Budget

HERSHEY — National Dairy Board members adopted a revised \$81.7 million budget for the current fiscal year at their regular business meeting held this week at the Hershey Convention Center.

The revised budget allocates an additional \$12.1 million for program developments. The added funds resulted from uncommitted funds carried over from the Board's first three years of existence. Louis Calcagno, chairman of the board, noted the Board made modest budget projections because of anticipated funding reductions. Several of the Board's programs came in under budget, he added. "I'm comfortable with the modest surplus. I'd rather have it this way instead of going over budget," the chairman said.

Calcagno praised the promotional efforts of the NDB and told the Board members, "The Board has to take the leadership role in promotion. But we must walk the path together with the state and regional promotion groups," the recently elected chairman said. "We are the single largest board budget-wise. We must do what can be handled on a national basis."

In an interview following the Board's general session, Calcagno defined what can be handled on a national basis. "We will do programs in fluid milk not done by the regional and state groups, the programs for children and tweens." Calcagno cited a need for the various promotion groups to work together to promote milk.

"We will not take any lead in restructuring or reorganizing the

promotion groups. When the dairy industry feels there is a need, the National Dairy Board will respond to the needs of the industry," Calcagno said.

In May, the California dairyman replaced Ivan Strickler as chairman of the Board in a close and controversial election. Calcagno dismissed charges that his election sent a message concerning the possible merger of promotion groups. He explained, the Board was looking to maintain a continuity of leadership in the future. Each member may serve on the board for two three-year terms, as appointed by the Secretary of Agriculture. Calcagno, formerly vice chairman, noted that he and Strickler will serve on the Board for two additional years. The new vice chairman, Carl Butler, has several additional years to serve on the Board.

He noted the 4-year-old promotion group is still looking to find its role and work out conflicts with other agencies. The chairman anticipates that within two years, the groups will work together in a harmonious manner.

Joseph Westwater, chief executive officer of the NDB, explained to the Board that he responded to National Milk Producers Federation's proposal to merge the promotion groups. NMPF in turn sent the proposal and Westwater's response to Secretary of Agriculture Richard Lyng. The groups are awaiting Lyng's reply on the matter.

Westwater said he has heard general support across the country

for increasing the promotion assessment between 5 and 10 cents per hundredweight.

The CEO explained that additional discussion has been held as to applying the assessment to imported dairy products. He estimated that an additional \$4 to 4.5 million could be realized through this extension. However, he noted, the group which does the importing could request a seat on the Board for their contributions.

Calcagno said that in the past three years, Americans have added 33 pounds of milk equivalent products to their diets. He credited a large portion of this increase to the NDB's efforts. "We stole that stomach space from someone else. If we didn't promote, someone would've stole it from us," he said. No other commodity has equaled the promotion successes of the dairy industry, the chairman said.

At Thursday's general session,

the Board awarded the cheese account to the DDB Needham Worldwide advertising agency from Chicago. They will attempt to increase in-house cheese consumption by reminding the consumer, "Don't forget the cheese."

The public will be bombarded throughout the coming year with this slogan as well as 15-second commercials and quarter-page ads illustrating various cheese uses to quickly dress up a food dish.

June Milk Priced At \$12.47

ALEXANDRIA, Va.—Middle Atlantic Order Market Administrator Joseph D. Shine announced a June 1987 base milk price of \$12.47 per hundred-weight and an excess milk price of \$10.88. The weighted average June price was \$12.44 and the butterfat differential for the month was 16.6 cents.

The base milk price was up 8 cents from May and was 17 cents higher than last June. The weighted average price was up 12 cents from May and was 18 cents higher than a year earlier. The gross value of June producer milk was \$64.3 million, compared to \$64.6 million a year ago.

Shine said that producer receipts totaled 517.9 million pounds during June, a decrease of 11.2 million pounds from last June, and the average daily delivery of 2,673 pounds per producer decreased 32 pounds or 1.2 percent from a year earlier.

Class I producer milk totaled 244.2 million pounds and was up

19.8 million pounds or 8.8 percent from last June. Class I milk accounted for 47.14 percent of total producer milk receipts during the month, compared with 42.40 percent in June 1986.

Base milk accounted for 92.34 percent of total producer milk receipts in June, compared with 90.93 percent last year. The aver-

age butterfat test of producer milk was 3.52 percent, up from 3.49 percent last June.

Middle Atlantic Order pool handlers reported Class I in-area milk sales of 202.5 million pounds during June, an increase of 2.9 percent from a year earlier after adjustment to eliminate variation due to calendar composition.

Brown Swiss Picnic Slated

PINE GROVE — The Pennsylvania Brown Swiss Association state picnic will be held at Wind Mill Farm, Pine Grove.

Ronnie and Rhoda Daubert will provide a chicken barbecue for the noon meal. Guests are asked to bring a covered dish. Following lunch a short business meeting will be held and visitors will be able to view the Wind Mill Brown Swiss herd.

To get to Wind Mill Farm fol-

low Route 501 to Pine Grove. From Interstate 81 take Exit 31 and follow Route 443 East into Pine Grove. Go straight at the light on Route 125 North, go through town and take the first right. Stay on this road for about one mile. Make the left onto Pine Hill Road. Wind Mill Farm is the first farm on the right.

The Dauberts request a those attending contact them at 717-345-8135.

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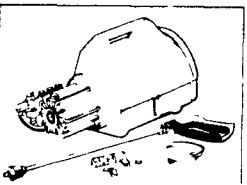
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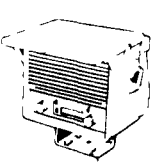
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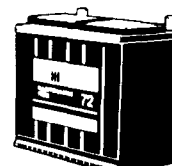
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(This rebate is product of the National Dairy Board. Requests received after July 1, 1987 will not be honored. Allow 6-8 weeks to process your rebate. Void where prohibited and to extent permitted by law. © 1987 National Dairy Board, Inc.)

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