

DAIRY BREED NEWS

Emphasis On Youth At National Brown Swiss Convention

FREDERICK, MD — The Maryland-Delaware Brown Swiss Breeders will be hosting the National Brown Swiss Convention this July 18-21 at the Sheraton Inn, Frederick, Maryland. This meeting marks the 109th Convention for Brown Swiss Breeders and we expect 400 dairymen from across the country, as well as international breeders and other industry-related participants.

The Maryland Junior Breeders have planned a fun-packed, learning and interesting Convention time for Juniors around the country. Many activities are geared for Juniors to start new friendships, see old friends, and learn more about the breed and industry in which they are involved.

Highlighting the Convention will be a "Swiss Miss America" contest and "Youth Trip to Eur-

ope" contest. These are the two main Junior events which have combined some old and new ideas to continue to encourage the youth of the breed.

Contestants representing their home-state as a Brown Swiss Queen will be interviewed and evaluated for the "Swiss Miss America." The new "Swiss Miss America" will receive a \$100 scholarship, \$400 towards a trip to Switzerland, and other special gifts. The Maryland Association (with the help of overseas friends) will organize the trip where she will stay with a Brown Swiss farm family.

The "Youth Trip to Europe" contest will select three individuals based on interviews, activities, and events involving Brown Swiss. The youth representative will live and work on a Brown

Swiss farm. He or she will have the opportunity to experience the country's culture, tour historical sites, visit some outstanding Brown Swiss farms, and the country's Brown Swiss Office. Each of the three youth trip winners will receive \$400 towards their trip to Europe.

Also highlighting the Junior Program will be a Dairy Bowl Contest. A dairy bowl is a contest where teams of four members compete against each other. Competition points are awarded for correctly answering questions about the Brown Swiss Breed, the dairy industry and closely related areas.

This Junior Brown Swiss Convention plans to be a fun-packed and learning experience for all that attend.



SCHEDULE OF EVENTS

TUESDAY

- July 18*12:00 p.m.- Luncheon for Swiss Miss and Youth Trip to Europe Candidates.
- 1:00 - Individual interviews for candidates.
- 2:00 - Farm tours - Bell's Swiss and Long View.
- 6:00 - Social Hour
- 7:00 - Genuine East Coast Hospitality Welcome Seafood Buffet.
- 8:00 - Tots Presentation - "A Tribute to Switzerland"- Homeland of the Breed.
- *9-11:00 - Junior Welcome Party
- 9-12:00 - Dance with music by the "Cadillac Cowboys"

WEDNESDAY

- July 19-7:30 a.m.- Panel Discussion - "Embryo Transfer - Is It for Me?"
- 7:30 - Junior Dairy Bowl Contest
- *9:00 - Buses depart for Washington, D.C. tour, Baltimore Inner Harbor tour, and Jr. Trip to D.C. and National Zoo
- 6:00 - Social time
- 6:30 - Maryland Banquet - Keynote Speaker, Dr. Dave Dickson, University of Wisconsin-Madison, Professor of Dairy Science
- *8:00 - Introduction of "Swiss Miss America" and Youth Trip Candidates and announcement of winners
- 9-12:00 - Dance with music by Debbie Williams and Don Barnes.

THURSDAY

- July 20-7:45 a.m.- Women's Breakfast, Cabbage Tour of Historic Frederick and craft and antique shopping on "Shab Row"
- *8:00 - Junior Breakfast - Speaker, Dr. Dave Dickson
- 7:45 - Men's Breakfast - Speaker, Dr. Duane Norman, Agricultural Research Service, USDA - "New Animal Model in Genetic Evaluation of Dairy Cattle"
- *10:30 - National Awards Program
- *National Luncheon
- 1:00 - National Meeting
- *3:00 - Junior Barnyard Olympics, Frederick Fairgrounds
- 3:00 - Trip to Fairgrounds to view "Safe Cattle"
- 5:30 - Social Time
- 6:00 - Maryland Hospitality Buffet
- *7:00 - National Fun Auction

FRIDAY

- July 21-8:00 a.m.- Pre-Sale Breakfast
- 10:00 - National Convention Sale - Frederick Fairgrounds

* Main Junior events and activities

Zuburg Speaks At NAJ Applauds Component Pricing

REYNOLDSBURG, OH. — Carl Zuburg, Chief Executive Officer of Swiss Valley Farms was the keynote speaker at the Annual Meeting of National All-Jersey Inc. held in Cedar Rapids, Iowa.

Swiss Valley Farms implemented a protein pricing program on August 1, 1973, being one of the first co-ops in the U.S. to do so.

Since then, according to Zuburg, Swiss Valley has paid nearly \$10,000,000 in protein premiums to its members. Zuburg said, "This is over and above very competitive pay prices for milk. At the same time, our cooperative has remained profitable. I believe that one reason that we have remained profitable is that our products reflect a high quality in the competitive milk market.

"Our cheeses set up very well with a higher protein and our yogurts generally have good bodies which I think is a reflection of the quality of the products going in. We believe that most of the premiums that have been paid out to members have come back to

Clauss Urges Jersey Breeders To Mate For Protein Production

REYNOLDSBURG, OH — The 31st Annual Meeting of National All-Jersey Inc. (NAJ) was held recently in Cedar Rapids, Iowa. In his Presidential address, Richard Clauss, Hilmar, California, stated, "The success of the Great Basin Federal Order Multiple Component Pricing (MCP) plan has now been accepted by dairymen and industry leaders in that area.

"The economic sense of pricing milk on its component value other than fat, finally reached beyond California and is being accepted as workable by more and more leaders in the United States dairy industry. The increasing support and interest for MCP in the Federal Order Hearing in the Carolinas this past April 1 is another indication of producer and industry acceptance."

President Clauss challenged Jersey breeders to consider protein production when mating and feeding cows and recognizing outstanding cows. Clauss said, "The consumers like protein, so let's talk to them about protein and then let's sell them protein." In his concluding remarks Clauss said that he is "... confident that protein and Jerseys and the dairy products their milk produces will have an even more prominent and growing future in the U.S. dairy industry."

In his report to the membership, Executive Secretary, Maurice E. Core said, "The signals from consumers and milk handlers are loud and clear ... increase protein production in relation to butterfat." Core gave several examples which support the preceding statement. These examples include more lowfat and skim milk being consumed today than whole milk.

Since 1970, the per capita consumption of lowfat and skim milk has more than doubled while during the same periods, per capita consumption of whole milk has decreased 50%." Core also reported on action taken by both the American Jersey Cattle Club and National All-Jersey Inc. Boards of Directors during their March meeting that recognize the changes in consumer dairy purchases. This action addresses the need for the Jersey breed to increase protein production.

Core stated, "The leadership of

the Jersey organizations, is dedicated to the fact that long-term profitability will be strengthened when the dairy industry produces in greatest quantity those products preferred and purchased by the U.S. consumer."

In answering, "How is National All-Jersey Inc., doing in its efforts to promote Multiple Component Pricing (MCP)? Covington said over 60% of all the nation's milk producers market their milk to plants or co-ops using some form of MCP. One Federal Order is successfully using MCP and just recently another Federal Order hearing on MCP was completed. Jersey breeders are receiving over an additional \$20 million annually for their milk as a result of MCP.

Looking toward the future, Covington said, "The main goal, priority and challenge of NAJ must be to do all we can to implement an equitable MCP system nationwide." Covington pointed out that the shift taking place in milk's value from fat to skim is causing a greater need for MCP especially for higher solids milk.

Covington also reported to the membership that NAJ has some of the top dairy economists and food scientists in the nation working with them in promoting MCP. Just recently, NAJ retained the services of two prominent Washington-based attorneys to help in this effort.

In his closing remarks Covington stated, "The dairy industry is constantly changing. Many of you sitting in this room today can remember when fluid plants were the only place to sell your milk for top dollar and cheese was a by-product. You can remember when skim milk was fed to hogs. Now it is the most valuable part of milk and what people want to drink. It was only a few years ago that most whey was spread on fields. Now it is exported to Japan. Who knows what the future of the dairy industry holds. Because the dairy industry is constantly changing, because of the uniqueness of Jersey milk, and because Jersey producers area a minority, the Jersey breed needs National All-Jersey Inc."

Dr. C.A. Ernstrom, National Dairy Board Senior Vice President for Product Research and De-

velopment, shared with the membership current Dairy Board activities regarding new product research. Dr. Ernstrom stated that the Dairy Board is funding 163 active research projects.

Dr. Ernstrom commented on the cholesterol research. He stated that 85% of the cholesterol can be removed from 2% milk. The cost of this process would only increase the cost of milk about four-cents per gallon. He also commented on research being done to modify the composition of milkfat by feeding.

Discussing new uses for milk fat, Dr. Ernstrom said good opportunities exist for using more milkfat in chocolate candies and by the U.S. military. The U.S. military has six dairy plants located outside the U.S. These plants currently buy NFDM powder and reconstitute it with palm or coconut oil. The Dairy Board is working to get them to use milkfat instead of palm or coconut oil.

The membership approved the following statement on Bovine Somatotropin (BST):

National All-Jersey Inc., recognizing the public perception of dairy foods as safe and natural; and recognizing that some publicity about Bovine Somatotropin (BST) has created an atmosphere of consumer uncertainty;

and acknowledging that associated issues such as economic impact upon dairy farm profitability, DHI testing concerns and genetic evaluations are of far less importance than responding to consumer preferences in dairy purchases:

encourages the National Dairy Promotion and Research Board, Office of Technology Assessment and BST manufacturers to undertake a comprehensive educational campaign directed toward all segments of the dairy chain from producers to processors and manufacturers to consumers;

and to conduct appropriate market research to evaluate consumer perception and the results of those educational programs.

and also encourage USDA's Economic Research Service to provide additional micro-economic evaluation of the impact of BST upon the dairy industry as well as the Jersey breed.