

Future Butter Efforts Discussed

WASHINGTON, D.C. — In early February, the "Butter Task Force," a coalition of dairy industry groups involved in butter promotion, met for the first time to discuss coordinated efforts for future butter marketing efforts.

Members of that coalition include: the National Dairy Promotion and Research Board (NDB); the American Butter Institute (ABI); and United Dairy Industry Association (UDIA), Wisconsin Milk Marketing Board (WMMB); California Milk Advisory Board and representation from Minnesota and Oregon.

At that first meeting, the Butter Task Force concluded: a realistic objective is the maintenance of butter sales at current levels; increasing butter sales will require an extensive and concerted effort in the areas of research and evaluation; and beyond the immediate objectives, the Butter Task Force

needs to examine ways that dairy industry can move additional inventories of milk and butterfat as consumers move to low fat dairy products.

On March 9, the Butter Task Force held its second meeting to better focus the activities of the task force which resulted in the following mission statement:

"To better understand the causes of recent butter volume declines and to develop strategies, by segment, to maintain the use of butter at or above the current 1989 level by January 1, 1993."

"Additionally," said George de Jager, senior vice president for advertising and marketing for NDB, "it was agreed that the development of strategies for the use of milkfat and other milk components in other segments and products, including nonfood should be recommended by this task force as a way for the dairy

industry to totally close the butter and milkfat gaps."

Bill Diggins, NDB senior vice president for market research will chair a research subcommittee to review the existing research on butter and recommend additional research to fill information voids. Diggins reports that two strategies will drive the discussions on ways to close the "butter gap."

"First, the task force will work on developing ways to improve

coordination of all marketing efforts for butter. Second, market research will 'lead' any marketing plan to ensure that our coordinate efforts are market driven," he said.

Future meetings of the Butter Task Force are scheduled for May 1; June 12, and July 18.

According to de Jager, "By the conclusion of the July meeting, this group intends to have a comprehensive 'action plan' on the best ways to move the industry

toward solving the problems associated with marketing butter."

The National Dairy Promotion and Research Board, composed of 36 dairy farmers, was established by The Dairy and Tobacco Adjustment Act of 1983 to develop and administer a coordinated program of promotion, research and nutrition education to strengthen the dairy industry position in the marketplace. This effort is financed by America's dairy farmers.

Deworming Cattle

Internal parasitism can be a serious problem in dairy heifers, resulting in significant economic losses.

Young cattle infected with parasites generally don't do well, have a slower growth rate, and have a prolonged time to first calving.

Many factors play a role in the severity and impact of parasite infestation in cows. Poor nutrition tends to compromise the immune system and thus decrease resistance to parasite infestation.

Over-grazing or over-stocking pastures increase the numbers of infective parasites which again

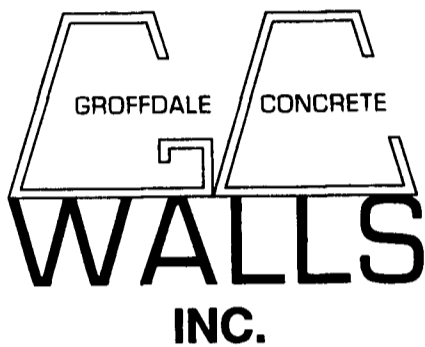
increases the problem within a herd. Barn-housed animals may suffer from parasites as a result of feed contamination with infective larvae or improper sanitation.

Warm, wet weather increases the viability of parasite larvae and eggs, linking the effect of climate with parasitism in animals.

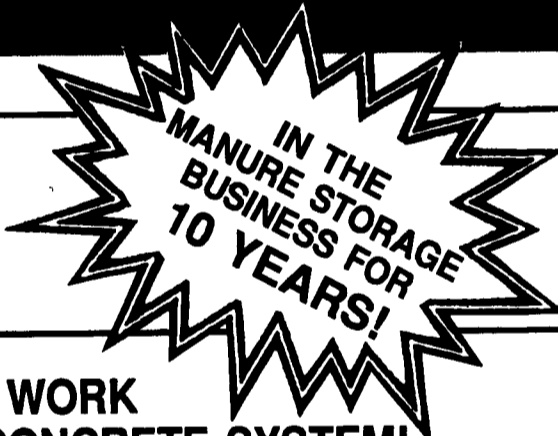
Young animals (up to 19 months of age) are most susceptible to adverse effects of parasitic disease, and for economic reasons it is these animals we concentrate on when instituting a parasite control program.

Keeping the above mentioned factors in mind, we attempt to decrease animal contact with the sources of infection, increase animal resistance, and decrease existing parasite loads. Calves should not be run with older animals. Parasite control programs must be instituted to maximize productivity on a dairy farm.

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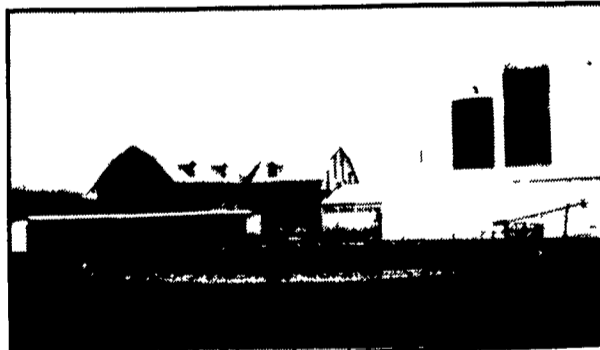
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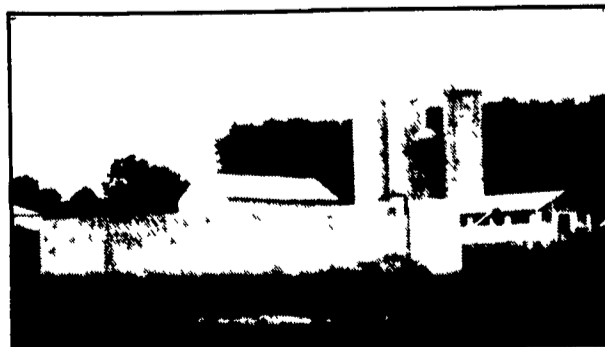
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