

Milk Buyer Denounces Actions That Hurt Dairy Industry

VERNON ACHENBACH JR.
Lancaster Farming Staff
WALLINGTON, N.J. — The head of Farmland Dairies Inc. Monday denied having any connection whatsoever with Jeremy Rifkin, founder and leader of the anti-agricultural, anti-biotechnology Foundation on Economic Trends, even though a subgroup has been publicizing Farmland Dairies as being part of a shared "movement" to ban bovine somatotropin.

Additionally, Marc Goldman, president of Farmland Dairies, denounced Rifkin's actions as hurting the dairy industry. Goldman said Rifkin should stop perpetuating misunderstanding and fear among consumers about milk.

In a Lancaster Farming article printed early this month, it was

reported that Farmland Dairies Inc. had lent its name to Rifkin's group in calling for a ban on BST. That report was very incorrect, said Marc Goldman, head of Farmland Dairies Inc., headquartered in Wallington, N.J.

Goldman's name and company were mentioned in the story about Atlantic Dairy Cooperative Inc.'s decision to, for now, place a ban on its members using injections of supplemental bovine somatotropin (BST), should it be approved for use by the U.S. Food and Drug Administration.

Farmland became involved in the newspaper report about ADC because of the marketplace relationship between the two: ADC sells a large portion of its milk to Farmland competitor Johanna Farms.

Johanna adopted a policy of not accepting any milk derived from cows treated with supplemental BST in order to remain competitive with Farmland; ADC has followed suit for now, in order to continue selling milk to Johanna.

Goldman said this week that, while he has adopted the policy of not accepting milk derived from cows injected with supplemental BST, it is because of consumer fears and confusion about BST being fanned by Rifkin.

Goldman said he is not against biotechnology, nor is he against the use of BST. He said he is concerned that people keep drinking milk.

"I did not allow my name to be used by Rifkin in any way, shape or form," Goldman said Monday during a telephone interview.

At the time, Goldman could not be reached for comment and, while his company's position on BST was known, his association with Rifkin's group was taken directly from anti-BST literature and proposed advertising created by Pure Food Campaign, one of Rifkin's groups.

In its advertisement proposal, Pure Food Campaign states, "The movement against BGH is growing fast: . . . The following is only a partial list of companies that pledge never to use BGH products. Companies refusing to pledge are also listed. For a complete list, use the coupon."

Along with Farmland Dairies Inc., Pure Food Campaign literature also lists the names of 51 other businesses that it claims "pledge" to be "BGH-free."

Goldman said that neither he, nor his company is part of any "movement against BGH," and that he never pledged any such thing to anyone.

Further, Goldman said he has never talked to Rifkin, much less discussed his BST position with Rifkin.

According to Goldman, Rifkin must have extracted and interpreted his company's name and position from other newspaper articles reporting on Farmland Dairies Inc. current position which is against accepting milk from cows injected with BST.

Goldman said his position reflects his desire to sell milk, not influence the use or approval of BST. Farmland Dairies inclusion in Rifkin's list is sig-

nificant because the dairy processor holds a large share of the dairy market in the Middle Atlantic states.

However, Goldman said that if and when consumer fears and confusion can be put to rest about BST, that policy can disappear.

"This guy (Rifkin) running around is not good for the (dairy) industry and I think it's very unfortunate he's doing what he's doing, and I think he's hurting the farmers.

"Rifkin's activities are doing a large disservice to the dairy industry and in particular to dairy farmers in creating consumer fears . . . and (therefore) hurting consumption of milk," Goldman said.

"I did not allow my name to be used by Rifkin in any way, shape or form and the decisions that we made were our own independent decisions, and we are in no way connected with, or intended to be supportive of, Jeremy Rifkin's group," Goldman said.

Goldman said that while he didn't perform a consumer poll or see a consumer poll on reaction to milk derived from cows injected with supplemental BST, it was apparent that, with fears being stirred by Rifkin's groups and with the general public's lack of education about biotechnology, it would be best for selling milk if he adopted his position.

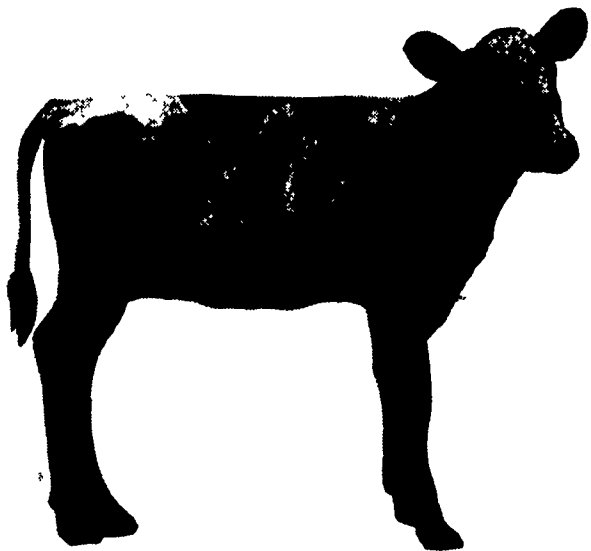
"Clearly, we saw that consumers were at best confused by the controversy over this, and we felt that, that confusion, on the part of the consumer, would be harmful to sales — that they (consumers) would be concerned about the safety of the products and so we wanted to assure that our products would be free of milk from cows treated with BST."

He said his policy would stay in effect, ". . . basically until consumer concerns and confusion are clarified."

In the meantime, Goldman said he wants the dairy industry to come together on this and all issues concerning the salability of milk, especially fluid milk.

Currently, fluid milk sales bring the best return on investment for the farmer. However, less than half of all milk produced is used for drinking and that level has continued to drop.

**IT'S EASY
TO SPOT A
HERD BUILDER™ HEIFER.**



She's the one that calves in just 22 months. And at every stage of her development, she's the one that stands taller and weighs more than the others.

That's because she's enjoyed the superior nutrition of the Herd Builder nutrition program from Nutrena.® With three different Herd Builder feeds, each geared to a different phase of her development.

Talk to your Nutrena dealer. Find out how you can spot some early milk-producers right in your own backyard.

**Call 1-800-833-3372
for your nearest
Nutrena representative.**

**HERD
BUILDER™**
HEIFER FEEDS BY NUTRENA

Ag-Chem Covers All Your Spraying Needs From Parts to Short Line Equipment



Serving The Farming Industry
For Over 25-Years.

1188 Enterprise Rd.
East Petersburg, PA 17520

CALL FOR MORE INFORMATION:
(717) 569-2610

FOR MORE INFORMATION CONTACT THE DEALER NEAREST YOU:

**Leinbach
Farm Supply**
Shippensburg, PA
717-532-5511

Plant Food Co.
Cranbury, NJ
609-448-0935

**Tri-County
Farm & Home**
Bloomsburg, PA
717-437-3440

Erb & Henry Equip.
New Berlinville, PA
215-367-2169

C.B. Hooper & Son
Intercourse, PA
717-788-8231

C.U. Stoltzfus Mfg.
Morgantown, PA
215-286-5146

Delmar Grain
Delmar, DE
302-846-8567

Triple H Equip.
Peach Bottom, PA
717-548-3775

**Messick
Farm Equip.**
Elizabethtown, PA
717-653-8867