

1920s

Dairy Council Launches Milk Quality Control Program

In the 1920s, Dairy Council worked with the Philadelphia Board of Education to help establish nutrition guidelines for all school children underweight or not. The Board of Education said that they were not willing to promote the sale of milk in the school system unless it was better treated (sanitarily) than the Philadelphia milk supply was at present. Dairy Council responded that it would set

aside 1/3 of its funds to improve the quality of Philadelphia milk. The Board of Education then agreed to cooperate in the promotion of nutritional programs in the schools, including milk with lunches and snacks.

This launched Dairy Council's quality control program. Mr. C. I. Cohee was "lent" to Dairy Council from DuPont's Agricultural Department to stabilize this

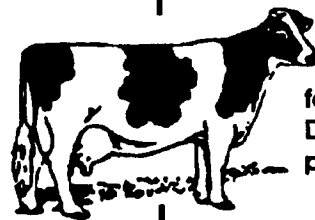
new program. The Dairy Council staff often went to the dairy farms, giving demonstrations on milking, straining, and cooling milk. In 1923, Dairy Council hosted the World's Dairy Congress, attended by 1,000 dairymen worldwide. In 1924, two Dairy Council representatives went abroad at the request of the Milk Publicity Council of England to assist in beginning activities there.

By the mid-twenties, Dairy Council had 48 employees. From the beginning, this new organization used paid advertising techniques. As the other nutrition work of Dairy Council increased in volume and importance, it was felt that this type of paid publicity could not be continued profitably and was eliminated. However, the groundwork for using local advertising in the dairy industry was established in this area, and continues to be an important part of dairy marketing.



Helping the dairy farmer through a Milk Quality Control Program was an early part of Dairy Council's history.

Advertising, both on a national and regional level, served as a way to get the message out concerning milk and its importance to the total diet and good health.



In 1920, farmers were receiving \$3.22 for every hundred pounds of all milk sold. Delivered to the homes, the consumer was paying 33 cents per half gallon.

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