

Goldman Addresses Garden State Milk Council

TRENTON, N.J.—Marc Goldman was the guest speaker before The Garden State Milk Council meeting last month in Trenton. Marc Goldman, President of Farmland Dairies, Wallington, New Jersey was a prime mover in the establishment of what has come to be known as the Milk Processor Promotion Program.

Goldman reported that the Fluid Milk Education program began with a \$0.20 per hundredweight assessment that ran from February 1994 thru July 1994. The program required that all persons who processed and marketed more than 500,000 pounds on fluid milk per month were required to pay 20 cents per cwt on packaged milk marketed. A Board comprising fluid milk processors throughout the nation was established to manage the \$50-\$60 million that were

collected over the six month period.

Goldman reported on the activities of the Processor Board but admitted that the funding is inadequate to meet the challenges of beverage market competitors such as Pepsi and Coca Cola. According to Goldman "The Got Milk Campaign is possible the best television advertisement for fluid milk today." He feels that processors are more qualified to promote dairy products. Goldman concluded that "instead of spending farmers money on advertising for dairy products, the \$0.15 promotion assessment should be reduced to \$0.05 which would be used for research. The processor assessment should be increased and used for long term milk promotion."

Chris Cavallero reported on the

activities of the American Dairy Association and Dairy Council. Ms. Cavallero showed a video tape featuring the new fluid milk advertisements, followed by a discussion on school milk sales and milk handling practices.

Dennis Schad of Atlantic Dairy Cooperative reported that milk production is expected to increase next year with a decrease in farm milk prices. Cheese for pizza is now the driving force behind commercial milk disappearance. Dennis stated that the Freedom to Milk Act proposes an end to the Milk Support Program on January 1, 1996 and an end to Federal Milk Marketing Orders on July 1, 1996.

August Knispel announced that the 1996 dairy interest luncheon will be held on January 25, 1996 at Club Dix, Fort Dix New Jersey. According to August, this years

featured speakers will be Senator John Scoot discussing Property Rights in New Jersey, a political perspective. Mr. Peter Furey of NJ Farm Bureau will be discussing an agricultural perspective to Property rights. Still unconfirmed, Mr. Tom Cosgrove will discuss dairy perspective, Inside Washington.

Richard Schumm, assistant secretary of the GSMC noted that the invitation letters to attend the Dairy Interest Luncheon will be sent out by the first of the year.

Dr. Dhun Patel stated that a proposal was sent to the Department of Health to consider adoption of California Milk Standards of Identity. California requires higher solids-not-fat for fortification of packaged milk. The increased solids add body and a better taste to low fat and skim milks.

This was a very likely and informative meeting according to August Knispel and asked everyone to attend the Dairy Interest Luncheon.

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Program Allows

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"someone to deal directly with the schools."

She said that, as coordinator, students can still go to a site such as the Conestoga River and do stream sampling and aquatic investigation — all geared to a "hands-on" approach. Aquatic studies can include "collecting insects, touching reptiles, snakes and turtles," and other things.

"Our big emphasis so far is to partner with different agencies such as Lancaster County Parks so that we can be a support function to them as well as provide a program of our own," said Sprenkle.

In the meantime, Sprenkle is building up a database of contacts. She will be mailing a "menu" of programs to county educators in late January or early February.

She emphasizes that, through the district, some of the environmental programs — including work on demonstration farm sites — will be free and some will require a fee.

"Where I came from, all our programs were free," she said. "But what we think we're going to have is a bank of programs that will be fee-based and a bank that will be free."

As coordinator, Sprenkle recognizes how rapidly urbanized the county is becoming — and how education is more important than ever.

"Agriculture is the root of Lancaster County," she said. "Whether people recognize it or not, there is an urban ingredient to the county. So it's important for those people who may be just moved in or who live in the city to understand the reliance of the county on agriculture."



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