

# Dairy Council Celebrates 76 Years

Counties Served By Dairy Council, Inc.

**EVERETT NEWSWANGER**  
 Managing Editor

**TREVOSE (Bucks Co.)** — The 76th annual meeting of Dairy Council, Inc., took place Thursday at the Radisson Hotel.

The Council is a communication arm of the dairy industry, especially working with nutrition education as it deals with dairy products. A special effort is made to be scientifically accurate in the recommendations made to nutritionists and school food program administrators. Innovation, reliability, and commitment to the dairy industry and its customers was the theme of the meeting.

Dr. Patrick Kirschling, St. Joseph's University, presented an overview of marketing and drew attention to the large sums of money spent on advertising by the competitors of the dairy industry. He said \$60 billion was spent by the beer and soft-drink industries, and only one-fourth of one percent of this amount was spent by the dairy industry.

Gordon McDonald, Dairy Management, Inc. (DMI), said the beverage competition is taking aim

at milk, trying to push it to the back of the refrigerator. Overall consumption of milk has not changed much in the last three years, but kids' consumption has decreased. McDonald said this lower consumption of kids 6 to 11 years was significant because the market is vulnerable to lifetime habits. The decline in family willingness to make sure kids drink milk is threatening to the industry.

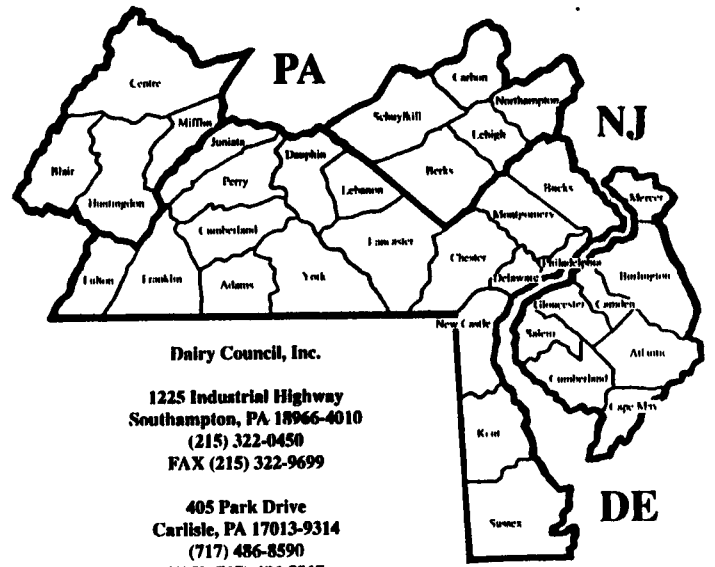
The Council's goal is to increase consumption. Specific programs include "Chef Combo," a Disney-like figure that visited the meeting; "Nutrition, It's elementary" that taught basic nutrition; "School Food Service" to the public schools; and adult communication that involve media presentations.

At the meeting, Robert Winner,

newly-elected Council president received the gavel from Robert McSparran, past president who retired from the board last year. Winner succeeds McSparran of Peach Bottom, who served on the board for 24 years.

Winner and his wife Sue are former Outstanding Young Cooperators from Moorestown, NJ. They own and operate a 350-acre farm where they raise 325 head of Holsteins, with a milking herd of 185 cows. They have two children, Amy and Jeffrey.

The new president has also served as a director of Atlantic Dairy Cooperative since 1982, and he is on the boards of the Pennmarva Dairymen's Federation, Atlantic Processing, Inc., and Mid-Atlantic Cooperative Milk Marketing Agency.



**Dairy Council, Inc.**  
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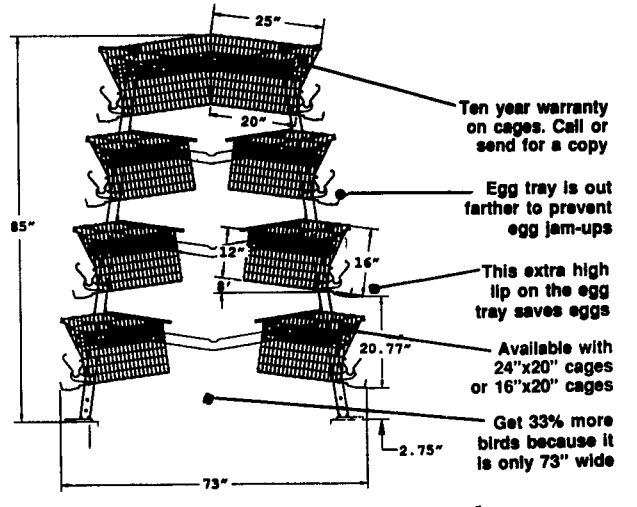
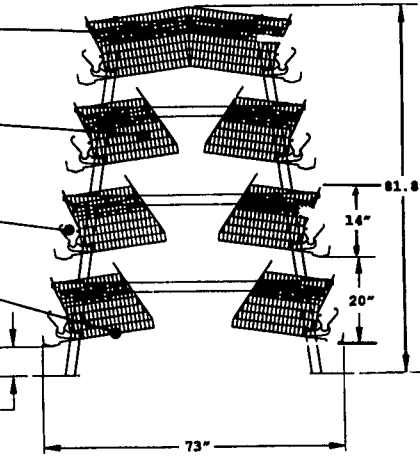
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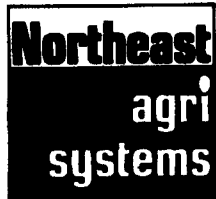
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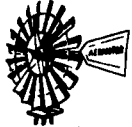


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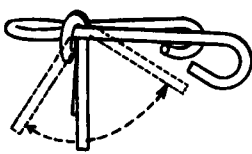
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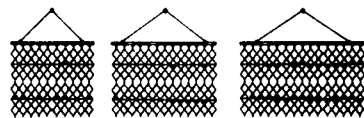
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