

DAIRY COUNCIL, INC.



THE NUTRITION EDUCATION PEOPLE

Editor's note: A number of dairy industry leaders have expressed their thoughts about the future of the dairy industry in the years ahead. These responses were brought together through the Dairy Council, Inc., Southampton. The question each official answered was as follows:

"From your perspective, what challenges do you see within the dairy industry as it moves into the new millennium? — Robert M. Dever.

ROBERT M. DEVER
Vice President
Eastern Business Operations
Land O'Lakes, Inc.

As we approach the year 2000, three key factors will propel the dairy industry into and through the 21st century. These are a market-driven economy, a growing international marketplace and the need for a direct link to the consumer dollar.

The recognition of these factors is what drove the Atlantic Dairy Cooperative and Land O'Lakes merger. To be competitive in the dairy industry of the future, farmer-owned cooperatives must work within these parameters. The new Land O'Lakes, with a strong presence here in the Middle Atlantic region, is poised to do just that.

With less government support of the dairy industry, cooperatives will depend largely on their ability to market products directly to con-

sumers, both here and abroad. Dollars will be generated from the marketplace, and value-added products will be a major source of returns to dairy cooperative members.

Dairy cooperatives of the future will be fully integrated organizations, from milk procurement and processing to the marketing of brand name products. Research and development will continue to be key as we meet consumer demands for products and services. Emphasis also will be placed on establishing overseas markets and/or alliances to broaden the sales base for U.S.-produced dairy products.

Through all of these marketing challenges, dairy cooperatives must remain accountable to their members. We are who we are because of the dairy farmers who entrust us to market their milk, sell their products and provide a financial return. By working together, dairy farmers and their cooperatives can meet the challenges of the new millennium.



Robert Dever

TOM GALLAGHER
Chief Executive Officer
Dairy Management, Inc.

As we move into the next century, a big challenge for the industry will be how to keep demand for dairy products strong and growing.

This means that dairy marketing efforts will become increasingly important on both a national and international level. Dairy farmers already are feeling the effects of a global economy, and they will feel it even more in coming years.

Successful marketing will require unified efforts on the part of the entire dairy industry. I see this increased unity coming as a result of integrated marketing efforts. The formation of an industry-wide business plan for domestic and international marketing will create a roadmap to maximize dairy marketing efforts at home and abroad. This will help dairy farmers tremendously.

One of the foundations of this business plan is establishing a common set of market research data for all dairy marketing organizations to use. We need to know more about the consumers who buy dairy products and what we need to do to get them to buy more. And we are learning more

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Del-Val Scholarships Awarded

DOYLESTOWN (Bucks Co.) — Richard Adamo of Levittown, and Holly Hofer of Glassboro, N.J., are the first recipients of the Maureen H. Bocchieri Memorial Scholarship Awards at Delaware Valley College, according to Dr. Gary Brubaker, director of the small animal science program and head of the selection committee.

Adamo, a senior, is studying mammalian genetics and hopes to focus on cancer research at the graduate level. Hofer, a junior, possesses an interest in animal behavior and plans someday to attend graduate school to pursue a psychology degree.

The Maureen H. Bocchieri

Memorial Scholarship, a cash award, was established by her family in memory of Dr. Bocchieri's contributions to science and her commitment to students at DelVal. The scholarships are offered annually to two small animal science majors who possess a grade point average of 3.5 or higher and demonstrate a strong interest in attending professional or graduate school.

Located in Doylestown, in the heart of Bucks County, Delaware Valley College is celebrating the 100th anniversary of its founding in 1896.

For more information, call Robert Nichols at (215) 489-2450.



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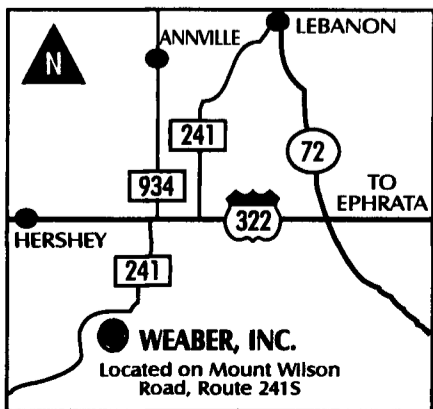


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