

Dairy Practices Council Works For Mutual Benefit

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the population enters Walmart during the months of November and December), and that those markets are going to seek long-term commitments from suppliers at set costs, and on down the line.

In the meantime, he said the links in the food chain are going to be reduced and there are to be fewer middlemen involved.

He predicted that the production phase of the dairy industry is to become even more closely linked to the marketing phase, because the "engine is pulling the cars."

Berg's comments suggested that the responsibility of marketers is to do more than grow fat on the temporary losses experienced by producers competing at losses.

"It is imperative that we can communicate to producers about the future so their investments can match."

He said total alignment of production to markets seems likely.

He said it appears that a number

of competitive jobs are going to be eliminated, such as agronomists, feed dealers, seed dealers, etc.

This is so, he said, because of those integration alignments.

Berg said that when Monsanto began using commercial fast delivery trucks to deliver its bovine somatotropin products to the farm it was new and some people didn't believe it would be accepted.

Not only is it accepted, but it is being increasingly copied.

While Berg presented more statistics that bolster the image of the domestic dairy industry as being driven by consolidated consumerism forcing consolidated production, he said there are several critical issues that are key to the successful integration of the modern and future dairy industry.

He said effective communications from the marketing to the production sectors are essential; a systemic integration is necessary; respect for diversity in market demand is necessary (targeted pro-

ducts for targeted consumers); adequate capitalization in order to take advantage of new technology and growth is necessary; and perhaps most importantly is the industry's acknowledgement and respect given to its heritage, purpose and values.

"I would start with that," he said. "If you lose your purpose, values and heritage, then you are adrift."

Dairy Compact

While not dissenting with Berg's outlook, Becker discussed the successes of the Northeast Dairy Compact and the possibility of continued or new governmental price controls for producers.

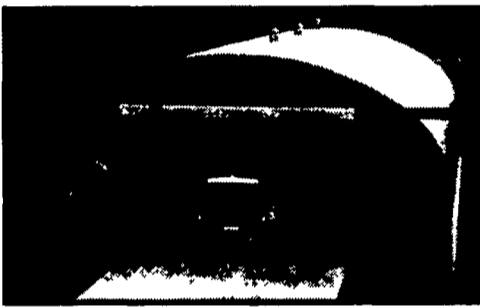
Becker's education and employment has been as an agricultural economist. He has experience in Europe and Russia as a consultant

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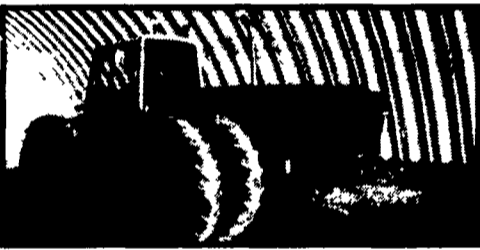


From the left, DPC President Robert Turner presents an honorary lifetime membership award to Sid Barnard, in recognition of his many contributions to securing higher quality dairy product and longer practical shelf life for the industry.

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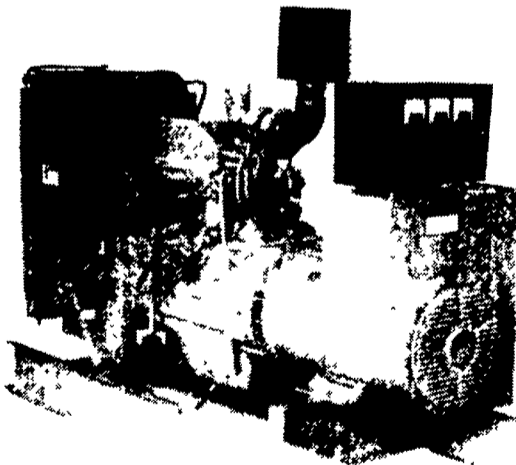
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