

Milk Production Must Keep Up With Burgeoning World Demand

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New Zealand and Australia, noted Wilson, are very efficient dairy producers, but produce only 4 percent of the world's milk supply. Eastern Europe produces 18 percent of the world's supply. China, with almost five times the population of the U.S., has a per-capita milk consumption of 15 pounds with a consumption of 6,700 metric tons of cheese, or less than one pound per capita (compared to 30 pounds per person of consumption in the U.S.) There are 4.2 million dairy cows in China, but production per cow is low, at 3,500 pounds per cow per year.

India is the largest dairy producer in the world, with 65 million breeding age dairy animals, but 40 million of them are buffalo. Average farm herd size is two.

The bottom line, noted Wilson: the U.S. needs to increase milk production substantially in the next 10 years. By the year 2013, dairy farms need to produce 165 billion pounds per year (an increase of about 7 billion pounds between now and then).

Wilson noted we can get to that position with 60,000 dairies at 150 cows average per farm

producing 18,250 pounds per cow, or 37,000 dairies at 245 cows per dairy producing 18,250 pounds per cow. More likely, in Wilson's estimation, we can do so with 45,000 farms with 200 cows each on average producing 18,250 pounds per cow.

In 2013, there will be about nine million dairy cows in the U.S., producing a stable supply of an additional 7 billion pounds of milk.

Producers will do this despite a lot of factors, but those issues will be dairy herd size-neutral, producer-age neutral, and geographically neutral, Wilson noted.

"Are you aware that there are more people in our prisons than on our farms?" Wilson said. "You are outnumbered by the people in our prisons. It's a reminder that no one else is going to take care of us."

All this is going to happen within a time of stark consolidation of many industries, including food retail.

Wilson pointed out that, in 1997, 10 major food retailers accounted for 35 percent of all grocery sales in the U.S. In 2007, the same 10 major retailers will represent 70 percent of all groceries

sold in the U.S. "When they speak, we will listen," Wilson said.

Wilson noted that when the U.S. placed a man on the moon in July 1969, there were 566,000 dairy producers in the country averaging 19.8 cows per farm. In 1982, there were fewer dairy producers, at 278,000 all told, with an average of 39 cows per farm. In 1993, the farm numbers decreased even more as the herd size rose, down to 162,000 producers but with 59 cows per farm on average. In 2002, there are 74,000 dairy producers in the U.S., and by 2013, Wilson projects there will be about 45,000 producers.

Yet production numbers are actually greater from the nine million cows today compared to the 24 million cows in the U.S. 60 years ago.

And "purchase-product working time" has decreased. To earn enough money to purchase a half-gallon of milk in 1919, the average person would have to work 39 minutes. In 1950, that number fell to 16 minutes. In 2002, the average U.S. citizen worked only seven minutes to buy a half-gallon of milk.



Allyn Lamb, AgChoice Farm Credit, far left, moderates a panel on the position of the Northeast dairy industry with Don Merrigan, Wakefern Food Corp./Readington Farms, Elizabeth, N.J.; Quinten Frey, Turkey Hill Dairy, Inc., Conestoga; Dave Hileman, Hilecrest Farms, Tyrone; and Rick Smith, CEO of Dairylea Cooperative, Syracuse, N.Y. Photo by Andy Andrews, editor

"We have to learn to manage the future and not have the future manage us," Wilson said. Producers must become motivators for their team and learn to be proactive. We also must learn to beef up our research and devel-

opment on new dairy products, according to Wilson.

Wilson said that \$25 million is spent in the U.S. on research and development. "Tiny New Zea-

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Doug Wilson, Cooperative Resources International, left, spoke at the dairy banquet Wednesday evening. At right is Gary Heckman, vice president of the Pennsylvania Dairy Stakeholders. Photo by Andy Andrews, editor

Cornell Enology Lab Hires First Extension Educator

GENEVA, N.Y. — Hans Justrich brought his family about 4,000 miles from their home in Malans, Switzerland, to Geneva, N.Y., to become Cornell University's first extension enologist. In his words: "I needed a challenge."

For the second-generation winemaker who began working in Thomas Henick-Kling's lab at the New York State Agricultural Experiment Station in Geneva, N.Y., July 25, that challenge is embodied in a new country, new people, new grape varieties, and a new climate.

"We're lucky to find someone with his expertise and experience," said enologist Henick-Kling, who directs the Vinification and Brewing Technology Lab where Justrich will also be working. "Hans has a wonderful background in wine making, experience with small and large wineries, and familiarity with the varieties of grapes that are economically important to New York."

Justrich's enthusiasm for his work is readily apparent. "Wine making is great — it's an art and a way of life," he said. "Every year is a new challenge and a new experience."

This attitude, according to Ben Gavitt, a research support specialist in Henick-Kling's lab who manages the New York State Wine Analytical Lab, makes Justrich well suited to the position. Gavitt will be working closely with Justrich to test samples brought in by New York wineries.

Before coming to Cornell, Justrich consulted with grape growers and wine makers in Graubunden for 18 years, disseminating information and organizing wine tastings and workshops. Previous to that, he worked for a research station in plant pathology in Zurich, Switzerland, and at a winery in California. He earned his advanced degree from the Swiss Federal Institute of Technology-Zurich in 1979.

