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Proceedings of
THE NATIONAL AGRICULTURAL MARKETING CONFERENCE

Denver, Colorado

April 27-29, 1971

Sponsored by:

Consumer and Marketing Service, USDA
USDA and State Extension Services
Experiment Station Committee on Organization and Policy
Foreign Agricultural Service, USDA
National Association of Marketing Officials
National Association of State Departments of Agriculture
USDA and Cooperative USDA-State Research Service

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FOREWARD

The sponsoring agencies and the Program Committee express their appreciation to the speakers; the individuals who served as Steering Committee--Discussion Leaders for the various work groups; the Secretary-Consultants; and to those individuals who served as Chairmen of the various sessions. The smooth functioning of the Conference was due to work of many groups and individuals but particularly to the Colorado Department of Agriculture, the Colorado Extension Service, and the Colorado Experiment Station.

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DAIRY PRODUCTS: TRADE PROSPECTS - U. S. AND WORLD

Samuel L. Crockett

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Prospects for U.S. dairy product exports in 1971 are somewhat better than a year ago. The value of dairy exports this year is expected to total about \$135 million. Last year they were only \$110 million. The major part of this value figure is derived from donation shipments for international relief and welfare purposes. Nevertheless, these exports represent a purposeful and, for the dairy industry, a remunerative use of milk products in excess of domestic market requirements.

When we talk about world trade in dairy products, we are, for the most part, talking about a rather limited world-namely, Europe and the Western Hemisphere. An exception must be made for two important supplier countries in another part of the world, New Zealand and Australia. Except for canned and possibly the dried milks, about 90 percent of all dairy products consumed in the world are utilized in Europe and the Americas. Last year shipments of dairy products from New Zealand's drought plagued industry were off. The huge stocks of butter and nonfat dry milk carried in the European Common Market countries for the past several years were sharply reduced in 1970. EC subsidy rates have been cut. World market prices have improved substantially in recent months.

While the above facts do not necessarily portend a rosy outlook for U.S. dairy exports in 1971 there should be some improvement. Since World War II, U.S. participation in world dairy trade has been of a sporadic nature, an on again, off again activity. Our dairy industry has never been strongly export oriented as is true of countries where dependence on the export market and the domestic market is the reverse of the U.S. situation. Nevertheless, there has not been a year since the mid 50's when the value of U.S. dairy product exports did not exceed \$100 million.

Milk is a product that can be taken apart and packaged in various combinations of fat and nonfat, moved from one end of the world to another and recombined in its original form or in combination with various fruit flavors, chocolate etc. Milk products are versatile and valuable foods. Good food is always in demand. We should continue to explore product combinations suitable for various potential markets. The ultimate goal should be to sell every pound of product in excess of domestic requirements at a remunerative price.

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