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## ACROSS THE ISLAND

### Price Differential One DFC Challenge

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A CHALLENGE TO dairy farmers to do something about the tremendous price differential between milk going for manufactured products and milk for the fluid trade was one of the most interesting developments at the annual conference here this week of the Dairy Farmers of Canada.

National DFC president John F. Dickson, himself a producer for the fluid milk trade said, "I do not know how any milk producer is able to sell milk at less money than I get for mine." He added that this problem of equal pricing for milk of equal value "is something the organization must consider and contend with."

Speaking to the manufacturers and processors, J. M. Hartwick, president of the National Dairy Council said in part "few can deny that the price differential to producers, between milk of equal quality for fluid consumption and for use in manufactured products, has been permitted to increase to the point where it is totally uneconomic and unfair, and ways and means of eliminating the injustice must be found.

"I am satisfied that it can be achieved" said the council spokesman, in the best interests of dairy farmers, given the necessary measures of common sense and desire.

### One Desk Selling Unpopular Here

AGRICULTURAL ECONOMIST Veronica McCormick said "there seems to be less and less justification for some producers to receive \$2.00 to \$2.50 per hundredweight more than others for milk going into the bottled trade than for milk of equal quality going into the manufacture of dairy products.

"But we have to adopt a completely different system of milk pricing and milk marketing than we have at present if harmony is going to be attained among producers," she challenges.

British Columbia, she suggests, "seems to have solved the problem of equal price for equal quality . . . each farmer who produces milk of equal quality receives the same price regardless of what is being done with it." But more than 50 per cent of all British Columbia milk goes to the fluid trade, which makes the job that much simpler. The average for all of Canada, including British Columbia, is around 30 per cent, she says. I am sure the percentage of milk going into the fluid trade - sold as bottled milk - is much below 30 per cent here on the Island.

Miss McCormick talks again of "a central marketing agency" whether it be organized on a local, provincial or national basis.

The term "central marketing agency" became a bad word here during a row which developed on one-desk selling of potatoes something more than a dozen years ago.

It's still in bad repute in many quarters, I believe, though I have heard little reference to it now for a number of years.

The other modern trend in dairy products marketing is in shifting the emphasis from butter fat to "solids not fat" as a way of computing how much a given quantity of milk should bring. And a resolution to further that study was discussed here this week.

### Thank You, Dairy Farmers

HERE IN Charlottetown, for example, my friend Percy Gay of Sunshine Dairy tells me the man selling milk going into the manufacture of cheese or butter is paid on the basis of approximately 70 cents per pound butterfat while the man selling milk to the fluid trade gets \$1.23. That's almost twice as much, and so far as I have been able to gather from processors or manufacturers to whom I've spoken here, there is no chance of reaching the "equal pay for milk of equal quality" goal here.

I have to acknowledge with thanks an unusual honor paid to me by the Dairy Farmers of Canada who were in annual session here this week. The presentation was from the hands of John Dickson of Ormstown, Quebec, the genial president of the DFC, and my sincere appreciation goes unreservedly to Mr. Dickson and the other members of his national executive. But I also suspect that the hint came at least partly from some Island men closely connected with the DFC and, though I don't know who they are, my thanks are extended to whoever was responsible.

The citation - Jack Johnson of the CBC Farm Broadcasts and Jim Thompson, editor Maritime Farmer also got the honorary memberships in the DFC - notes that we have "labored long and mightily" in the interest of dairy farmers as newspapermen, and that note is particularly appreciative because Mr. Dickson blasted urban newspapermen in his talk to Rotary Monday noon who attacked agriculture though they know nothing about it. And unfortunately, many urban writers do just that.

But the closing words of the scroll note that one of the 'musts' to retain rights to this honorary membership is that the holder must never admit to a non dairy farmer that he has had a successful year. I know the words are meant in fun, but they remind me of something which my friend Lincoln Dewar and I have argued about several times. I have stated to him that the farm organizations, including the federation of agriculture and the dairy farmers group, have been guilty in the past of consistently downgrading their profession of farming. Lincoln insists that is not the case, and we left it at that, for he should know much more about the federation than I do, as he is a full-time secretary.

Getting back to the "equal pay for equal quality milk" goal, I'd like to tell my friends selling to the manufacturing trade here that they are likely to achieve that goal, but I cannot see the development materializing, not from where I sit.

### Eerie Sleighride At Hartsville

I WANT to get at least one item in this week that will interest readers who have little interest in dairying, so I'll pass on the story Sandy Frizzell told me a few days ago.

Sandy lives in Southport and is widely known for his sponsorship of "Sandy's Royals" the crack hockey team that won the Maritime Intermediate championship last year.

I hadn't known previously that Sandy was born in Hartsville, which is close to my Rose Valley home, and of course that makes the area a fertile ground for ghost stories and forerunners.

They heard a knock on the kitchen door one night at Sandy's home when he was a slip of a boy, and the unmistakable sound of sleigh runners grinding on the frosty snow, as it circled the house. But there was nobody at the door when they opened it. There were no signs of footsteps in the snow at the door, and there was nary a sign of sleigh tracks around the house.

But next night the same knock came at the door, and the same sound was heard of a sleigh circling the house. This time there was someone at the door. He had come in a sleigh to bring the news that Sandy's grandfather, Goldie Frizzell, had died in Brookfield a few miles away.

### Don Messer Advertises Island

I HAVEN'T forgotten my promise for the story on Adam Andrew and I'll bring it to you at the first opportunity which I hope will be next week. It's fairly long and would not fit in this week with the story on the Dairy Farmers, which I thought should not be ignored.

It's the first time the DFC have been with us. We hope you'll come back soon again.

DON MESSER and his Islanders, as we call them, entertained the visitors Wednesday night and the band was really appreciated. I ate breakfast with a man from Peterboro, Ontario Wednesday and he told me "Don Messer has done more to advertise your Island in Ontario than any other single factor. His is the most popular TV show on the air".

That's high praise indeed, and I have heard it from many people these last few years. The Messer show was tremendously popular on radio. Now, I am told, the TV appearances have added to their stature.