

Dairymen's Ass'n Eulogies Good Membership Support

At the opening session of the annual meeting of the Dairy Farmers of P.E.I., which was held at the Clover Club yesterday morning, President, A.P. Mulligan presided. He gave his address which was followed by the annual report of the Secretary, J.L. Dewar.

In the course of his presidential address Mr. Mulligan said "All thinking people, no matter what their own profession is agreed that mixed farming is the backbone of the Nation and that dairying is the backbone of mixed farming. These are words that I can back up with a statement from Prime Minister Canada, Louis St. Laurent. He says, 'Dairying is a natural and indispensable part of the form of husbandry to which our people are accustomed and which suits our natural resources. Without it, farming would hardly be possible at all and without it and the mixed farming of which it is so important a part, the way of living of all our people would be seriously affected and would have to undergo very substantial changes.'

ONE IN SIX

The gross value of the dairy industry in 1954 was 900 million dollars and one out of every six or seventeen per cent of the total population of Canada is dependent on the Dairy Industry for a livelihood. In Prince Edward Island over eighty per cent of the people rely on the dairy cow for a portion of their income. This is too large a fraction of either our total population or of our total economic production to be ignored for long.

"We cannot underestimate the importance to our whole economy of the buying power of 450,000 dairy farmers in the Dominion of Canada, who together with their families and all the people who are connected with the dairy trade consume large quantities of manufactured goods.

RURAL CONSUMER

"The average farmer buys in the proportion of four to one as much in goods of every description as does the average urban consumer. Not only does he buy the necessities for his household but he buys the products of industry in the nature of farm implements and machinery which he uses in his work on the farm.

"However, one thing is becoming increasingly apparent; the value of farm production is dropping; yet the farmer is still faced with high costs of the goods he buys while farm prices have not increased. While this makes for cheaper food products yet it is a condition of unbalanced economy which cannot be favorable to a great industry.

"In the face of this it is difficult to understand the uneasiness in many circles over the small amount of our product which is needed to subsidize dairy products. 29 cents per person per year was exactly what it took to make up the four million dollars spent by the Agricultural Support Board from the time it was set up in 1946 to March 31, 1955. Lessee industries have received much more than this. The wheel that squeaks the loudest is the one that gets the grease.

QUALITY FIRST

Since for many primary producers are attending this meeting, I should like to emphasize, as have done my predecessors in this Office, that all the advertising and all the promotion the National Dairy Council of Canada can do will come to nothing if we do not aim at producing a top quality product. We must ever put Quality first, last and in the middle. It is easily the most important thing of all and one about which we must be constantly on the alert.

"Top notch products do not just happen. They are the result of continuous effort and attention. In this regard we would like to extend congratulations to Central Creameries who brought renown to our Province when they captured top honors in Canada wide competition for their skim milk powder.

"I would be remiss, I think, if I did not voice at this point the pride we all felt when the World's championship in potatoes likewise fell to Prince Edward Islander, Mr. Sylvester McAulay of East Baltic. These honors prove that we in Prince Edward Island have the tools and that we can do the job. Let us aim to have more of them.

"Most of you will have read the accounts carried in the press of the meeting of the Dairy Farmers of Canada held recently at the first time in the Maritimes, at Saint John, New Brunswick. It was a very successful meeting and an inspiration to all those who attended. We are fortunate in having such an able group of men when it comes to pressing our claims with the Federal Government and to the general handling of our affairs.

"Before closing I would like to thank sincerely our own group of Directors, a body of men of no mean ability, for their hard work and faithful service during the year. It has been a distinct pleasure to work with such a genial, co-operative group.

SECRETARY'S REPORT

Report of the secretary J. L. Dewar, to the annual meeting of the Prince Edward Island Dairy-men's Association:

"The support received by the Association from dairymen and plant operators for over half a century is an indication of the inherent stability of the industry."

J.L. Dewar said in his annual report "The past year was no exception and the assessment levied on the plant operators has been met in its entirety. The June set-aside of \$7,699.95 which is paid by the farmers themselves was also an outstanding success and is a splendid example of cooperation on the part of the plant operator and the farmer."

"The annual meeting of the Dairy Farmers of Canada was held in January at Saint John, N.B., and due to its location offered an opportunity for our people to take part in a national meeting, an opportunity which was made use of by twelve persons, including five of your directors.

"Last spring the Province was visited by O.J.W. Shugg, Director of Publicity for the Dairy Farmers of Canada. Mr. Shugg met with the Board of Directors to discuss the various features of advertising and promotion. In October, Marie Fraser visited the Province contacting newspapers and radio stations.

DAIRY BOOTHS

"During the year your Secretary assisted in the organization of the Winter Fair and in January attended the Dairy Booth at the Federation of Agriculture in Hamilton, Ontario. The latter meeting gave a generous portion of its time to consideration of the promotion of the Dairy industry. In February a delegation consisting of a delegation from the Canadian Federation of Agriculture which met with the Dominion Cabinet to discuss Canadian agriculture. Here again the Dairy Industry was fully represented and received a satisfactory part of the time allotted.

MILK DONATED

"The Canadian Federation of Agriculture is giving the dairy industry full support in an effort to develop a milk-in-school program for the children. Such a program can well have a very beneficial effect on our health standards and would, in addition, assist in solving the problem of surpluses. At Christmas time this Association made a donation of 240 quarts of milk to needy families in this City. Distribution was handled through two welfare organizations and I would like to quote from a letter received from the director of one of these groups.

"Milk is a commodity that we would like to have a lot of for distribution. We see the need for it every day in the homes into which we go. We do try in our own small way to try to educate these people to buy the proper foods but it is an uphill task in many cases. The children have had no milk in their childhood that they have never learned to use it as they should. We are keenly interested in what we have been reading at different times in the newspapers about trying to put milk into the schools. We are being in our hundreds percent and will be willing to cooperate in any way we can if you were making the experiment."

"In December, arrangements were made to assist four young men in taking the dairy short courses at the Ontario Agricultural College. Trained workers are of importance in the maintenance of quality and your Association would appear to be following a sound policy in providing scholarships for such courses.

"At the last session of the Legislature in this Province was obtained to the Association Act providing for additional accredited delegates in plants with over five hundred patrons.

"Surplus production in some dairy products and competition from substitutes continue to be a problem although with the latter it is noticeable that consumer groups are not pressing as vigorously for colour in these products and are also possibly moderating their enthusiasm with respect to the value of cheap spreads. While we do have in Canada an amount of butter over and above current requirements this can hardly be viewed as a serious problem, certainly not one which should be the cause of undue concern to the consumer whose position is far better when a surplus exists than would

P.E.I. Dairy Superintendent Report Shows Milk Use Up

At the annual meeting of the P.E.I. Dairymen's Association Wednesday the following report was submitted by Dairy Superintendent H. J. MacDonald for the calendar year.

PRODUCTION OF MILK

In order to give a detailed report on the Dairy Industry for any year it is first important to give the total pounds of milk produced for the year and the pounds and percentage used in the manufacture of the different commodities.

According to the "Dairy Review" which is a monthly report issued by the Dominion Bureau of Statistics, Ottawa, the total production of milk in this Province from January 1 to December 31, 1955 was approximately 216,783,000 pounds. Of this amount 134,048,853 pounds or 61.84 percent was used in the manufacture of cheese, 13,424,809 pounds or 6.19 percent was used for pasteurized fluid milk and cream purposes, 59,793,377 pounds or 27.59 percent for ice cream and concentration purposes and 41,102,578 pounds or 19.97 percent was used for other purposes, dairy butter, feed for stock and consumed in the farm home.

PRODUCTION OF BUTTER

From January 1, 1955 to the end of May the manufacture of butter for this Province showed a decrease of 14 percent below that of 1954, but during the months of June and July this decrease was an increase of 5.3 percent. In August and September it was increased to 7 percent and for the remaining three months of the year, October, November and December the manufacture was greater than that of last year.

The total output for the year being 5,628,211 pounds. This is a decrease if scarcity were to develop.

CONCENTRATED FORMS

The consumption of concentrated milk products continues to increase in Canada and to provide additional outlets for the farmer. Research on the development of an instantly soluble whole milk powder when and if successful could have a revolutionary effect upon the fluid milk industry in particular and upon the whole industry in general.

"As your President has pointed out competition for the consumer's dollar has never been keener than is the case today. Dairy products are in competition with other foods with clothing with household appliances and indeed with a host of family requirements. We know that dairy products are good nutritional value but we must continue our efforts to convince the housewife of this fact. This, I suggest, that Dairy farmers must continue but should expand their efforts in the advertising and promotional field.

GRADE OF BUTTER

During the winter months grading of butter was done every two weeks but it was done weekly from May 1st to the end of the year. According to the annual report issued by the Dairy Products Marketing Division, Department of Agriculture, Ottawa, there were 5,623,912 pounds of butter graded which represents about 97.65 percent of the total manufactured. Of this amount 94.19 percent was first grade, 5.80 percent second grade and .01 percent third grade. In 1954 there was 96.2 percent of the total manufactured graded with 94.22 percent being first grade and 5.78 percent second grade. The first grade is lower than 1954 by .03 percent with an increase of .02 percent in second grade and .01 percent in third grade.

GRADE OF CHEESE

The grade of cheese has improved over that of 1954. This improvement can be attributed to strict supervision over the milk supplied for the manufacture of this commodity and to better temperature control over the product manufactured before grading especially in one of the larger plants.

In 1955 there were 6,550 boxes of cheese graded with 88.21 percent being first grade, 10.99 percent second grade, .79 percent third grade and .01 percent below third. There were 2,598 fewer boxes graded than in 1954 with an increase of 13.57 percent in first grade, a decrease of 12.90 percent in second grade, .54 percent in third grade and .13 percent below third. This year scored ninety-three points over which is an increase of 24.81 percent in this category over that of 1954.

An improvement is shown in the yeast and mould counts during the past year. This may be due partly to the refusal by the Dairy Products Board to accept butter that has a count of over fifty per c.c. We believe that one of our creameries which has operated a new stainless steel churn has the best count for the year.

ECONOMY OF PRODUCTION

"It is becoming increasingly apparent that the survival of the farmer in the dairy industry rests upon economy of production. Of marked significance in this respect is the possibility in the production of higher quality roughages, better pastures, better hay, and better silage. In addition, we are now learning that cattle can be satisfactorily carried in this climate in very cheap buildings and will in fact if given free choice spend most of their time outside in the winter. This Province can produce grass and hay in abundance and these are the crops which should be emphasized in lowering the cost of milk.

"This Association is represented on the Dairy Farmers of Canada by one Director. This makes it difficult to maintain a continuity of experience which is most important if Prince Edward Island is to recognize the fact that it is a definite responsibility in National affairs and in the affairs of national farm organizations. It would appear reasonable to suggest that this Association in addition to be represented by its Director at National meetings should also be represented by a delegate who will be obtaining the knowledge and experience necessary to fit him for the senior position.

"The duties of your Secretary in this Association are pleasant ones, pleasant due to the relationship existing between your association and its members both the manufacturer and producer and between all the officials of both the Federal and Provincial Departments of Agriculture and in particular with the dairy officials of that Department.

"In concluding this report I wish to express my congratulations to those who have been successful in winning the prizes offered by the Association. Good quality and excellence of work is of extreme importance, and those who maintain both are deserving of recognition.

GRADING OF CREAM

On May 18th we began grading and checking cream cans for confection defects and sanitation. Any cream that did not meet the requirements of special grade was placed in first grade and a special

great credit for this work which was very well done.

A new stainless steel churn has been installed by the Crapaud Creamery Co. It is the first of its kind to be used in this Province and is doing a very successful job.

A ew pasteurizing plant has been opened at Summerside. This plant is owned and operated by Mr. J. D. Johnston and Mr. Leigh Hogg. This plant supplies the villages of St. Eleanors and Misouche with pasteurized milk. Another new pasteurizing plant, which is owned and operated by Mr. Kenneth Coffin, has been built in Souris. Besides supplying the town of Souris with pasteurized milk, it also serves the villages of St. Peters and Morell. A milk plant has been established also in Kensington which supplies that town with pasteurized milk and the villages of Hunter River and Cavendish during the summer months. This plant is owned and operated by Amalgamated Dairies, Summerside.

During the past year the West-end Creamery at O'Leary has been purchased by Amalgamated Dairies Limited, Summerside, and is now operated as a branch of that company.

PRIZES

The Directors of the Dairymen's Association generously voted money for prizes to factory managers and cheese and butter makers for work well performed during the year.

To the butter maker making the highest percentage excellent in yeast and mould count:

1. Kenneth Paynter, Crapaud 86.84 percent
2. Earl Jones, Hazelbrook 86.10 percent
3. Mort Larkin, New Glasgow 85.54 percent

To the butter maker making the highest percentage of first grade butter:

1. Gerrit Dykstra, Ideal Dairy 45.06 percent
2. John Oliver, Revilo Dairy, Alberton 93 percent
3. John Reid, Fairview Dairy, Borden 90 percent
3. Allie MacInnis, Brighton Dairy, Charlottetown 88 percent

In conclusion we wish to thank sincerely the directors and members of the Dairymen's Association for their kind co-operation in all matters pertaining to the Dairy Industry during the past year.

FIRE IN HALL OF FAME

OTTAWA (CP)—A wooden door frame in the parliamentary library caught fire Wednesday from a blow torch but flames were quickly extinguished by a workman who tossed a bucket of water on them. Smoke was noticeable in the Hall of Fame in Parliament's centre block but no fire alarm was sounded. The workmen were engaged in reconstructing the library following a serious fire in August, 1952.

prepared notice was returned in the Patron's can indicating the grade of his cream and the reason why it was placed in a lower grade. Cream that did not meet the requirements of first grade was rejected and the reason for the rejection was marked on a ticket placed in the can when returned to the producer. In most cases the cans of rejected cream were taken back to the patron and directions regarding their care to prevent further losses. When the cream can was found unsuitable or otherwise unsuitable for holding cream a notice was sent to the producer about this condition.

Frequent visits were made to cheese factories during the summer and fall for the purpose of checking the milk for flavor, acid, sediment and other defects. During these visits cans were examined and if found unsatisfactory the patron was notified immediately.

The following is a statement of production and value figures for 1955 compared with those of 1954, 1954 figures in brackets:

Pounds of butter made—5,828,211, (6,125,257).

Pounds of cheese made—680,248, (913,656).

Pounds of milk pasteurized—11,330,058, (10,232,209).

Quarts of ice cream made—797,813, (771,644).

No. of farmers shipping milk and cream—8,049, (8,526).

Total gross value—\$4,487,709.18, (\$4,694,489.45).

Decrease in value—\$206,780.27.

Average price for butter—59.09c (59.50).

Average price for cheese—33.03c (32.34).

CHECK TESTING

The testing and check testing of cream was appointed in 1954 had a very busy year. The two men spent most of their time on this work. During the year each dairy manufacturing plant was visited twice monthly. At the fluid milk plants fresh samples were taken for testing and a detailed report sent to the plant manager. An individual report was also sent to each producer. In most cases the milk plant managers paid on the butterfat tests performed by these men.

They have also made numerous visits to creameries and cheese factories for the purpose of check testing composite samples of milk and cream. At the present time the reports are sent to factory managers only, which seems to be quite satisfactory but it is felt that if all reports were sent to the producers their work would be more effective.

STUDENTS AT GUELPH

For the past few years it has been difficult to get experienced personnel in our dairy manufacturing plants. As a result of this there are too many young men working in these plants without the necessary qualifications. For the past four or five years we have tried to interest young men in taking a dairy short course at some dairy school but without success.

This year, however, has proven to be an exception as we have succeeded in getting four young men to attend the short course at Guelph Dairy School. They are Len Rogerson, Crapaud; Earl Larkin, New Glasgow; Edward McMurrer, Hazelbrook and Robert Connelly, Morell. We wish these young men every success in their effort to obtain a dairy school certificate and hope that they will return to work in this Province in any plant where needed.

IMPROVEMENTS

Many improvements have been made in our plants during 1955. A new continuous butter-making machine was installed at Central Creameries, Charlottetown. It is the fifth of its kind in use in Canada and it is the most modern butter making equipment used in the world today. This enterprising company is to be complimented on being the first creamery in the Maritimes to purchase this equipment and we wish them every success with it.

A new creamery has been built by the Federal Dairying Co., Eldon. It is equipped with mechanical refrigeration, a new automatic oil-fired boiler, Toledo scales, stainless steel receiving tank, cream pump, piping and pasteurizer. The manager and board of directors of this enterprising company deserve

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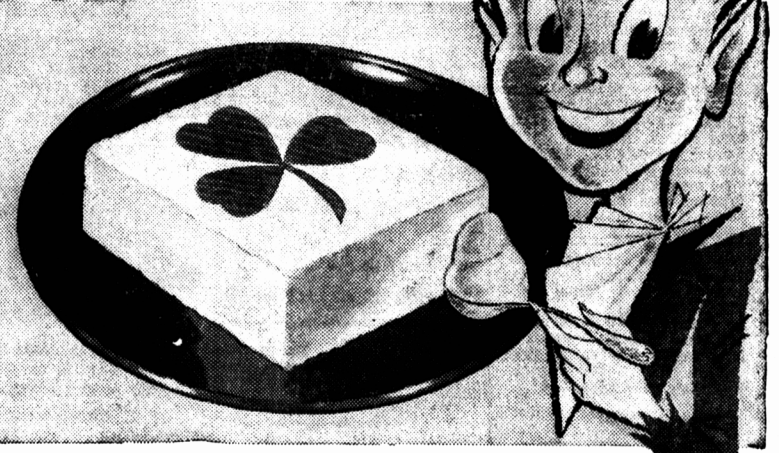
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Shades of Ireland! Perfection ICE CREAM



with a SHAMROCK CENTRE

ST. PATRICK'S DAY, MARCH 17TH

It's St. Patrick's Day fun-time, so come on and join the party... serve Perfection Ice Cream with the Shamrock Centre. Watch how the family and guests enjoy the delicious flavour of the green Shamrock blended into the centre of that heavenly Perfection vanilla-ice cream. Mmmmm, scrumptious! Don't you wish you had some now?

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