DATE SET FOR MEDA ANNUAL MEETING

Dairy farmers and their families from five Western states will meet in Denver December 18th at the Regency Rodeway Inn, 3900 Elati St. for the annual meeting of their milk marketing cooperative, Mountain Empire Dairymen's Association, (MEDA).

The one-day program will focus on the current cost/price squeeze dairymen are finding themselves in, as well as take a look at the present consumer communications gap existing for dairymen. The Honorable Ted Strickland, State Senator, will give the welcoming address which will be followed by Barry Bastion's report on the Young Cooperators, the organization of the younger members of MEDA. Bastion is president of the Idaho MEDA Young Cooperators.

MEDA President, Tom Camerlo, will be at the helm reporting on "Cooperatives in 1975: At the Crossroads." This primary talk will be followed by a general luncheon at which John Rayburn, director at KBTV, Channel 9, will be the guest speaker.

Featured for the first time will be a special Communications Award, presented to the outstanding journalist who has done the most to foster the understanding of MEDA's place in the consumer's world.

-more-
The afternoon business meeting will be held for the MEDA producer members at the same time as the Ladies Program. The staff of Dairy Council, Inc., the nutrition education arm of the dairy industry, will present this special event for the women, entitled "New Year's Resolution #1 - Support Your Local Dairymen."

Several hundred milk producers are expected to be in attendance at this most important of annual meetings, coming from as far away as Idaho and Wyoming.
DAIRY FARMERS AT CROSSROADS

Ten to fifteen percent of the Rocky Mountain area dairy farmers will not survive through 1975, the President of Mountain Empire Dairymen's Association told over 400 attending dairymen and industry representatives at the cooperative's annual business meeting held today in Denver.

Tom Camerlo, dairy farmer from Florence, Colorado and president, for the past three years, of the state's largest milk marketing coop, reviewed the events of 1974, pointing out the economic turmoil that has wrought havoc in the dairy industry and the cattle industry.

"We are caught in the most vicious cost-price squeeze we have ever encountered," Camerlo said. He cited consumer resistance, administration import policies and skyrocketing feed prices as reasons for the situation.

Camerlo said 1975 would be the year that MEDA would come to a crossroads at which major choices would have to be made.

"We are at the threshold of a new era in agriculture," he said.
"Mounting world food needs has created a whole new ballgame."

The coop president said that one road now being suggested is "isolationist" in nature and de-emphasized group marketing strength.

The other, he said, is the road toward greater marketing strength which will guarantee the consumer a reliable supply of wholesome, efficiently produced milk.

"Ounce for ounce, no other food provides more nutrients higher in quality than milk," Camerlo said, urging better relationship with the press and the consumer and a concentrated information program to state and national legislators.

Camerlo said that dairy farmers must have 80 percent of parity to survive. The industry is now receiving prices which are at 73 percent of parity.

"And we fully intend to hold President Ford to his promise that no further subsidized imports of dairy products will be permitted to enter the country. He said 'IF THE EUROPEANS REINSTITUTE THEIR EXPORT SUBSIDIES ON DAIRY PRODUCTS DIRECTED AT THIS MARKET, I WILL IMPOSE COUNTERVAILING DUTIES.' and we are not going to let the president forget that," Camerlo said.

Mountain Empire Dairymen's Association is a milk marketing cooperative with 700 dairy farmer members in Colorado, Wyoming and Idaho. MEDA is the area's largest supplier of raw milk. The annual business meeting was held at The Regency, Denver.
From: Mountain Empire Dairymen's Association
12450 N. Washington
Thornton, Colorado 80241
451-7721
Contact: Harvey J. Wilhelm

December 17, 1974

FOR RELEASE DECEMBER 18, 1974

WHITE HONORED BY MEDA

The need for an understanding between rural farmers and city consumers has never been as great as it is now, and now is when John G. White of the Denver Post is making it happen. Mountain Empire Dairymen's Association is honoring this outstanding effort in communications today at their annual meeting being held in Denver.

The award presentation will be made at the day long meeting of over 400 dairymen and milk industry leaders, being held at the Regency Inn. MEDA president Tom Camerlo will present the silver plaque to John G. White in "appreciation of his efforts and achievements in objective rural and urban reporting on the developments in Colorado Agriculture through the Denver Post."

White grew up on a farm in Ten Mile, Missouri, attended the University of Missouri at Columbia, receiving the Kappa Alpha Mu professional award in journalism. He began his career working for midwestern newspapers, then started on the Denver scene as a photographer, taking over the rural beat in 1972.

John G. White has won several local, state and regional awards in
photography, while his writing has culminated in the "1973 Oscar in Agriculture" award for a series of articles on the sheep industry. He is not married, living alone in a large old home near City Park in Denver.

His special accomplishment of which he is most proud is his "Country Roads" column, in which he is striving to "bring the message of the rural people to an out-of-touch urban audience."

Mountain Empire Dairymen's Association, MEDA, is a milk-marketing cooperative of over 700 members, supplying the eastern slope of the Rockies, Wyoming, parts of Kansas, Nebraska and into Idaho. The annual meeting is held each year for all members and their families.
INTRODUCTION OF GUESTS

- Dinner - December 17

First of all, a special thanks to some people that have been responsible for the planning and the work in putting our Annual Meeting together.

Introduce Annual Meeting Committee:

Gale Lange - Chairman

Lawrence Hertzke

Bob Pfost

Staff member responsible for coordinating and handling all details:

Jim Cobb - our marketing and transportation manager

His wife - Karin

and THANKS to all of the other MEDA staff members who helped.
(also introduce editor of MEDA News - Betsy Gomer)

We have in this room some 150 distinguished guests with us this evening.

Time doesn't permit me to introduce each of you -- but I would like to give special recognition to a few of those among you.................

(TURN TO NEXT PAGE)
GUESTS

Lee Spann. ......... President of the Colorado Cattlemen's Association
John E. Butterbrodt. .... President of Associated Milk Producers
John Stencil. ......... President of Rocky Mountain Farmers Union
Dean R. Kittel. ......... Administrative officer - Colorado Farm Bureau
Dr. John W. Thimmig. .... President Board of Agriculture, Colorado State University
Representative Carl Showalter. State legislator from Weld County
Neil Shaw, Jr. ......... Executive Secretary - Colorado Cattle Feeders Association
and Colorado Beef Board
Leonard Cheatham ......... President of United Dairymen of Arizona
Don Knowlton. ......... Executive Secretary of the Colorado Coop Council
Earl C. Born. ......... Market Administrator - United States Department of
Agriculture
Len Trainer. ......... Western States Representative - National Milk Pro-
ducers Federation
Representing our newly elected U.S. Senator, Gary Hart, - Pat Graham and Lonnie McCain
J. Arthur Park. ......... President - Idaho Dairy Products Commission
Representing our newly elected congressman from
District II in Colorado
William A. Powell. ......... President - Mid-America Dairymen
Introduce MEDA Board of Directors.

Mid-America Dairymen... William A. Powell
Gary Hanman
Calvin Ewing

Dairymen's Creamery Association... Frank W. Krone

Washington State Dairymen's Federation... Ralph Giesy

Associated Milk Producers, Inc... John Butterbrodt
Leland Anderson
Bill E. Schultz
J. G. Anderson

Western General Dairies, Inc... Dr. H. Alan Luke

United Dairymen of Arizona... Leonard Cheatham
John Graham
Mike Dugan
Bob Girard

Colorado Cooperative Council... Don Knowlton

Market Administrators Office of
U.S. Department of Agriculture... Earl Born
Joe Albright

National Milk Producers Federation... Len Trainer

Representing U.S. Senator Gary Hart are Pat Graham and Lonnie McCain

Western Colorado Milk Producers... Alex Urquhart
Charles Cameron

Lake Mead Coop... M. E. Bramhall

Dr. Truman Graf from the University of Wisconsin

Utah Dairy Products Commission... Kent Hendrickson

Idaho Dairy Products Commission... J. Arthur Park
Ray L. West
Senator Ted Strickland

Born Austin, Texas

Lives in Westminster, Colorado

Education at Oklahoma A & M and University of Denver

Served 2 years U.S. Army

Business - Rocky Mountain Well Log Service

State Representative from Adams County - 1966-67

State Senator - 1968-1976

Currently serving as Colorado's Acting Lt. Governor, filling the job Governor Vanderhoof left when former Governor Love went to Washington. He will continue in this position until January 14.

Married to LuAnne Strickland

Has served: -Member of Board of Directors of Colorado Humane Society

-Board of Deacons and Board of Trustees in his church
  (Baptist - Westminster)
INTRODUCTION OF JOHN RAYBURN, KBTV

Our guest speaker today is a man who has become a part of our lives telling us the good news and the bad, twice daily, and hosting the show that features a man who has probably as many problems as we do - John Ralston of the Denver Broncos.

John Rayburn appears in our homes every weekday as the co-anchor man on KBTV's 5:30 and 10:00 P.M. news. He has been with Channel 9 since November of 1971 as part of a nationally awarded news team.

Rayburn began his adult career by joining the Navy in 1945. Following this he attended the College of St. Thomas in St. Paul, Minn., and then Iowa State College. He began his broadcasting career twenty-five years ago in a small town in Missouri as staff announcer and sportscaster. After a few years he moved on to serve as program director for a station in Farmington, Missouri; then to Arlington, Texas; Mt. Vernon, Illinois; and Peoria, Illinois as announcer and broadcaster.

In 1958, Rayburn joined KOA-TV Channel 4 as sportcaster and anchorman on the 6:00 and 10:00 P.M. news until 1963 when he moved over to KLZ-TV Channel 7 as sportscaster, announcing the Denver Bears baseball games and Denver University hockey. Then in 1966, Rayburn replaced Carl Akers as co-anchor man on the 6:00 and 10:00 news at Channel 4.

After trying a change of scenery as anchorman in Kansas City, Missouri at station WDAF-TV, he returned to KLZ-TV Channel 7 as the week-end anchorman and feature reporter. Finally, in November 1971 he came to KBTV, Channel 9 and has stayed to become one of the outstanding news men in the country.

- more -
He took over the hosting of the John Ralston show, when regular Lynn Sanner became critically ill. He certainly has proved his understanding of the man in the difficult situation, showing how he can make the most awkward problems seem easy to solve.

And that's why we're looking forward to hearing one of the best there is, telling it how it is....Ladies and Gentlemen, John Rayburn.
LUNCHEON - HEAD TABLE

Tom and Natalie Camerlo
John White
John Rayburn
Dick and Bertha Lyons
Vern and Mildred Bingham
Delmer and Lois Schlachter
Gale and Clarissa Lange

Reserve a table next to head table for Kindred Spirit (Bob Pfoist)
Our guest entertainer tonight is Pearle Rae, widely acclaimed singing star.

The popular Miss Rae is achieving national prominence with her appearances on stage, network television and records, appearing on such shows as those with Bob Hope, Danny Kaye, Gordon MacRae, Alan King Jerry Lewis and Buddy Hackett. Her brand new record album, "Welcome to the World of Pearle Rae", has recently been released and includes many of the songs she will be singing here tonight. Music will be directed by Max Di Julie, arranger-composer-conductor.

This has been a busy year for Pearle Rae. Her many appearances have taken her to Washington, Utah, New Mexico, Montana, Wyoming and Colorado.

And now, ladies and gentlemen, may I present the very lovely Pearle Rae.
PRESENTATION TO JOHN G. WHITE

Earlier today you've heard about the need for strong communications... how we need to have the consumer understand...how we need to promote our product... and how we need to understand, ourselves, the problems being faced by all of us - farm and city alike.

There is one man we feel is doing more than any other to make this possible. He is a crusader in the Farm-City communications quandry. He is our choice to receive the first annual award for appreciation ever presented to an outsider by MEDA.

John G. White, rural reporter for the powerful Denver Post, has been selected by the Communications Committee to receive this silver plaque in honor of his outstanding efforts in our behalf.

White was raised on a farm in Ten Mile Missouri, attended the University of Missouri at Columbia, first majoring in wildlife conservation, then switching to journalism. He graduated in 1967 with the top honor in his field, the "Kappa Alpha Mu Award" for outstanding journalism.

He started his career working at the Kansas Farm Bureau, then went on to the Wisconsin State Journal in Madison, the Dubuque Herald in Dubuque, Iowa, and then came to the Denver Post in January of 1970, where he was a photographer for two and a half years. White took over the rural beat in June, 1972, when Monk Tyson died.

In 1973, John White won the "Oscar in Agriculture Award" for a series of articles on the sheep industry. During the past few years he has also won several state, regional, and national photographic awards.

His list of professional associations includes National Press Photographers Assoc., Newspaper Farm Editors of America Assoc., Denver Press Club and perhaps the most diversified of all interests, the Weight Watchers of America Club.

- more -
John lost fifty-five pounds at Weight Watchers, and says that the best part of it all, was that he could still eat all the cheese and drink all the milk he did before and still lose those pounds. A much slimmer John White even found himself as cover-boy on the July issue of the Weight Watchers local publication.

John is not married and lives alone in a big old house he is currently fixing up in the City Park area of Denver.

Right now, John is working on a series of articles for the beef industry, preparing communications for the consumer on the new beef grading system.

He says he is proudest of his "Country Roads" column appearing about twelve times a year in the Denver Post. He feels that this is his way of helping to get across the rural people to an urban audience...the same Farm-City mutual understanding goal.

Therefore, John G. White, we wish to present this award to you.

The inscription reads:

"To Honor

John G. White

in appreciation for his efforts and achievements in objective rural and urban reporting on the developments in Colorado Agriculture through the Denver Post.

Presented December 18, 1974

Mountain Empire Dairymen's Association"
"Kindred Spirit"

Introduction

As a special added attraction to our entertainment, we are proud to present the "Kindred Spirit."

Our own Bob Pfost, Director from District II headlines the group. With him are his wife Edith; his son and his wife Michele; his daughter Deb and her husband Jim Meschke; and two friends, Bob and Linda Cave.

"Kindred Spirit" is a musical group that was formed last May, and specializes in gospel singing. The title of their presentation today is "Celebration of Hope."

We are extremely pleased to introduce Bob Pfost and "Kindred Spirit."
Bob Palmer: "Dairy farmers from Colorado and four other Rocky Mountain states are in Denver for the annual meeting of their milk coop and they too are beginning to feel the economic pinch as reported by Tom Hiland."

Tom Camerlo: "We feel that the financial pressures are so tight that we are going to see 10% to 15% of our Rocky Mountain Dairymen's Association membership going out of business within this coming year 1975."

Tom Hiland: "Tom Camerlo is not only President of the state's largest milk coop, Mountain Empire Dairymen's Association, he is also a dairy farmer from Southern Colorado. He does not paint a pretty picture of the dairymen's current state."

Tom Camerlo: "Dairy farmers this past six months, depends on where your operation is and what your feed costs are, lost 70¢ to $2.50 on every 100 pounds of milk produced. This hurts. Your Board of Directors of MEDA and your management realize that it's a cold fact of life today that there isn't a dairy farmer in this room who is making money producing milk."

Tom Hiland: "Camerlo thinks the current problems are due to consumer resistance to higher prices, skyrocketing feed prices, and bad government import policies. Tom Camerlo says dairy farmers must consider direct marketing of their products from the farmer to the consumer...for the benefit of both. And he says if the current cost-price situation doesn't change...'the consumer won't have nature's most perfect food on the table.' Tom Hiland, Newsservice 7."
December 24, 1974

Mr. John G. White
City Desk
The Denver Post
650 - 15th Street
Denver, Colorado

Dear John:

It was with real pleasure and sincere gratitude that I read your excellent stories in the December 19 issue about our meeting, and our economic situation. We feel that we are not only fortunate to have someone of your calibre telling our story in the city, but that the city of Denver and the state of Colorado are lucky too, for readers here are among the few urbanites in the nation who are getting authentic rural information.

Thanks for the fine coverage, and thanks for being with us. With best wishes for a happy holiday season.

Sincerely,

MOUNTAIN EMPIRE DAIRYMEN'S ASSOCIATION, INC.

Vernon L. Bingham
General Manager

VB: kk
Cost-Price Bind Fermits Peril for Dairy Farmers

A cost-price squeeze that is costing dairymen between 70 cents and $2 a hundredweight of milk has put dairy farmers in a precarious position, a state dairy leader said Wednesday.

Tom Caramello, president of the Mountain Empire Dairy- men’s Association, in a 35-year-old industry, said he estimated 15 per cent of the members of the milk cooperative would liquidate their herds in 1974.

In an address to 400 MEDA members, meeting at the agency’s hotel, he blamed consumer resistance, government intervention, a combination of inflation and recession and high feed prices.

BEGAN IN 1973

Caramello said the dairymen’s problems began in 1973, when微软雅黑 shortage of supplies, particularly in cheese, powdered milk and butter, led to higher prices. At the time, President Nixon scrapped import quotas.

He pointed out that before 1973, supplies arrived in the U.S., but the dairy industry’s milk supply with dairy products. The imports weren’t cut back to the previous quota levels and still were creating low prices, he said.

Caramello also attacked the Flanagan Report, which in effect said the United States would open its doors for dairy products at any price and at any time, without a marketing board, for a market for feed grains.

“We fully intend to hold President Ford to his promise,” Caramello said. “Ford said he would not accept further subsidized imports of dairy products and would permit milk to enter this country.”

Caramello said the report “If the Europeans reinitialize their exporters, and the milk is directed at this market, I will impose countervailing duties.”

“We are not going to let the President forget that,” Florence, Colo., dairymen told the group.

Caramello said dairymen have three directions in which to go and will make a final decision before the industry falls by the wayside and the industry’s milk supply is imported from foreign sources.

“The first is to wait and see what the economy is going to do. This isn’t a solution and I don’t recommend it,” he said.

He scoffed at the suggestion made by some that the federal government could come to the rescue of dairymen by purchasing milk products.

Caramello also said farmers can adopt an “isolating” attitude of improving the size of the herd or group or co-op method of marketing, or they can gather strength through the total market channel of the human diet, such as corn only a ruminant can digest this type of grain. It would make more sense to ship canned beef and powdered milk to these nations.

Caramello described the total marketing concept as pooling and joining with more stable supply and price; putting funds into promotion, nutrition and advertising; organizing a national marketing effort; working through a political action committee to try to get the before their pleas are heard.

“Now, there is nothing to have the answer to about how long the Upper Middle West (Minnesota and Wisconsin) will continue to produce the present amount of milk at these low prices. As they do they will be under extreme pressure to hold our present prices, let alone be able to increase them and we all know they should be,” he said.

BASED ON REPORT

The nation’s dairymen are based on a market report compiled at marketing outlets in the two states and is called the M&W Report. Milk cooperatives, he said, have been telling the Ford administration that they cannot afford to sell milk at $1.10 a pound, or even at the $1.00 level, because the milk production is not at a level where the administration’s policy is to hold the prices of milk at these levels.

Caramello said, “It appears now in government will hear our pleas and if they do not, we will have to increase them, and we all know they should be.”

Economist Sees Gradual Merging of Milk Coops

By JOHN G. WHITE

Deaver Post Staff Writer

One of the nation’s leading dairy economists, Dr. Truman Graf of the University of Wisconsin, said Wednesday he is optimistic that the dairy industry will face a current economic crisis, but he fears changes.

Graf scoffed at the suggestion in a recent interview at the Mountain Empire Dairymen’s Association (MEDA) meeting at the Mountain Empire Inn, in Seguin, Tex., that we have enough people to have a farm problem. Graf scoffed at the suggestion that changes of the dairy industry will be a problem to the farmer.

Caramello said that unless there is stability in dairy industry, the marketing is going to be hurt in the long run.

Graf said he has made a proposal of reaching a stable price for milk products could be through the proposed international trade bill. Graf said this would move the industry from “a piecemeal approach where the dairy in-

Theft of $3,500

Mink Coat Probed

Police are investigating the theft of a $3,500 mink coat from the office of an attorney during an office party Wednesday night.

Patrolman Thomas Wood said the owner reported she had left the coat in a hallway about 7:30 p.m. and discovered it was missing at 9:15 p.m.
Regional dairymen to hold annual meeting on Dec. 18

DENVER — Mountain Empire Dairymen's Association (MEDA) members and their families will convene here for their annual meeting on Dec. 18.

The milk marketing cooperative, headed by Tom Camerlo of Florence, will meet at the Regency Rodeway Inn, 3900 Elati St.

The one-day program will focus on the current cost-price squeeze in which dairymen are finding themselves and will take a look at the present consumer communications gap existing for dairymen.

State Sen. Ted Strickland, R-Westminster, will set the tone of the day with the welcoming address. He will be followed by Barry Bastion's report on the Young Cooperators, an organization of the younger members of MEDA.

Bastion is president of the Idaho MEDA Young Cooperators.

The primary talk of the day will feature Camerlo on the topic of "Cooperatives in 1975: At the Crossroads." John Rayburn, director of KBTX, Channel 9, will be the guest speaker at a general luncheon.

Featured for the first time will be a special Communications Award, presented to the outstanding journalist who has done the most to foster the understanding of MEDA's place in the consumer's world, according to Camerlo.

The afternoon business meeting for MEDA producers will be held at the same time as the ladies' program.

The staff of Dairy Council, Inc., the nutrition education arm of the dairy industry, will present this special event for the women, entitled "New Year's Resolution No. 1 — Support Your Local Dairymen."

Annual MEDA Meeting In Denver December 18

Dairy farmers and their families from five Western states will meet in Denver Dec. 18 at the Regency Rodeway Inn, for the annual meeting of their milk marketing cooperative, Mountain Empire Dairymen's Association (MEDA).

The one-day program will focus on the current cost-price squeeze and will take a look at the present consumer communications gap existing for dairymen. The Honorable Ted Strickland, State Senator will give the welcoming address which will be followed by Barry Bastion's report on the Young Cooperators, the organization of the younger members of MEDA. Bastion is president of the Idaho MEDA Young Cooperators.

MEDA President Tom Camerlo will report on "Cooperatives in 1975: At the Crossroads." This primary talk will be followed by a general luncheon which will be followed by Barry Bastion's report on the Young Cooperators, the organization of the younger members of MEDA. Bastion is president of the Idaho MEDA Young Cooperators.

Featured for the first time will be a special Communications Award, presented to the outstanding journalist who has done the most to foster the understanding of MEDA's place in the consumer's world. The afternoon business meeting will be held for the MEDA producer members at the same time as the Ladies Program. The staff of Dairy Council, Inc., the nutrition education arm of the dairy industry, will present this special event for the women, entitled "New Year's Resolution No. 1 — Support Your Local Dairymen."

Several hundred milk producers are expected to be in attendance at his most important of annual meetings, coming from as far away as Idaho and Wyoming.
MEDA Annual Meet
In Denver on Dec. 18

Dairy farmers and their families from five Western states will meet in Denver December 18th at the Regency Rodeway Inn, 3900 Elati St., for the annual meeting of their milk marketing cooperative, Mountain Empire Dairymen's Association (MEDA).

The one-day program will focus on the current cost-price squeeze dairymen are finding themselves in, as well as a look at the present consumer communications gap existing for dairymen. The Honorable Ted Strickland, State Senator, will give the welcoming address which will be followed by Barry Bastion's report on the Young Cooperators, the organization of the younger members of MEDA. Bastion is president of the Idaho MEDA Young Cooperators.

MEDA President, Tom Camerlo, will be at the helm reporting on "Cooperatives in 1975: At the Crossroads." This primary talk will be followed by a general luncheon at which John Rayburn, director at KBTB, Channel 9, will be the guest speaker.

Featured for the first time will be a special Communications Award, presented to the outstanding journalist who has done the most to foster the understanding of MEDA's place in the consumer's world.

The afternoon business meeting will be held for the MEDA producer members at the same time as the Ladies Program. The staff of Dairy Council, Inc., the nutrition education arm of the dairy industry, will present this special event for the women, entitled "New Year's Resolution No. 1 -- Support Your Local Dairymen."

Several hundred milk producers are expected to be in attendance at this most important of annual meetings, coming from as far away as Idaho and Wyoming.

Dairy Farmers
Will Meet in Denver

Dairy farmers and their families from five Western states will meet in Denver, Dec. 18 at the Regency Rodeway Inn, for the annual meeting of their milk marketing cooperative, Mountain Empire Dairymen's Association (MEDA).

The one-day program will focus on the current cost-price squeeze dairymen are finding themselves in, as well as a look at the present consumer communications gap existing for dairymen. State Senator Ted Strickland will give the welcoming address.
7:30 p.m. Farm Bureau office building.

Dec. 18 Mountain Empire Dairymen’s Association annual meeting, Denver.
Dairy Farmers at crossroads

Ten to fifteen percent of the Rocky Mountain area dairy farmers will not survive through 1976, the President of Mountain Empire Dairymen’s Association told over 400 attending dairyman and industry representatives at the cooperative’s annual business meeting held Wednesday in Denver.

Tom Camerlo, dairy farmer from Florence, Colorado and president, for the past three years, of the state’s largest milk marketing coop, reviewed the events of 1974, pointing out the economic turmoil that has wrought havoc in the dairy industry and the cattle industry. “We are caught in the most vicious cost-price squeeze we have ever encountered,” Camerlo said. He cited consumer resistance, administration import policies and skyrocketing feed prices as reasons for the situation.

Camerlo said 1975 would be a year in which major changes would have to be made. “We are at the threshold of a new era in agriculture,” he said. “Mounting world food needs has created a whole new ballgame.”

The coop president said that one road now being suggested is “isolationism” in nature and a deemphasized group marketing strength.

The other, he said, is the road toward greater marketing strength which will guarantee the consumer a reliable supply of wholesome, efficiently produced milk. “Ounce for ounce, no other food provides more nutrients higher in quality than milk,” Camerlo said, urging better relationship with the press and the consumer and a concentrated information program to state and national legislators.

Camerlo said that dairy farmers must have 80 percent of parity to survive. The industry is now receiving prices which are at 78 percent of parity.

And we fully intend to hold President Ford to his promise that no further subsidized imports of dairy products will be permitted to enter the country. He said, “If the Europeans reinstitute their export subsidies on dairy products directly, we will impose countervailing duties. And we are not going to let the president forget that,” Camerlo said.

Mountain Empire Dairymen’s Association is a milk marketing cooperative with 700 dairy farmers in Colorado, Wyoming and Idaho. MEDA is the area’s largest supplier of raw milk. The annual business meeting was held at the Regency, Denver.
Dairymen Meet
To Elect Officers

Area members of Mountain Empire Dairymen's Assn. (MEDA) have reelected a Burlington dairy farmer to represent them on the milk-marketing co-operative board of directors.

Thomas E. Dobler was elected to the three-year term at the group's annual business meeting held here, Oct. 7. John A. Larson of Sharon Springs Kan., was elected voting delegate. Henry Tagtmeyer of Seibert was elected alternate voting delegate. The delegates will represent District 15 at the co-op annual meeting to be held in Denver on Dec. 18.

Special recognition was given three District 15 members who received MEDA's excellent milk quality award certificate for outstanding and consistent dairy sanitation throughout the past year. They are: Duane Charles, Flagler; Merle L. Evers, Cope; and Harvey Zweygardt, St. Francis.

communications gap existing for dairymen. The Honorable Ted Strickland, State Senator, will give the welcoming address which will be followed by Barry Baston's report on the Young Cooperators, the organization of the younger members of MEDA. Baston is president of the Idaho MEDA Young Cooperators.

MEDA President, Tom Camerio, will be at the helm reporting on "Cooperatives in 1975: At the Crossroads." This primary talk will be followed by a general luncheon at which John Rayburn, director at KBTV, Channel 9, will be the guest speaker.

Featured for the first time will be a special Communications Award, presented to the outstanding journalist who has best addressed the most to foster the understanding of MEDA's place in the consumer's world.

The afternoon business meeting will be held for the MEDIA producer members at the same time as the Ladies Program. The staff of Dairy Council, Inc., the nutritions education arm of the dairy industry, will present this special event for the women; entitled "New Year's Resolution #1 - Support Your Local Dairymen."

Several hundred milk producers are expected to be in attendance at this most important of annual meetings, coming from as far away as Idaho and Wyoming.
Dairy Farmers Meeting Wednesday

Dairy farmers and their families from five Western states will meet in Denver Wednesday, Dec. 18 at the Regency Rodeway Inn, 3900 Elati St, for the annual meeting of their milk marketing cooperative, Mountain Empire Dairymen's Association (MEDA).

The one-day program will focus on the current cost-price squeeze dairymen are finding themselves in, as well as take a look at the present consumer communications gap existing for dairymen, Ted Strickland, State Senator, will give the welcoming address which will be followed by Barry Bastion's report on the Young Cooperators, the organization of the younger members of MEDA, Bastion is president of the Idaho MEDA Young Cooperators.

MEDA President, Tom Camerlo, will be at the helm reporting on "Cooperatives in 1975: At the Crossroads." This primary talk will be followed by a general luncheon at which John Rayburn, director at KBTV, Channel 9, will be the guest speaker.

The afternoon business meeting will be held for the MEDA producer members at the same time as the Ladies Program. The staff of Dairy Council, Inc., the nutrition education arm of the dairy industry, will present this special event for the women; entitled "New Year's Resolution #1 -- Support Your Local Dairymen."

Several hundred milk producers are expected to be in attendance.
Strickland will speak at dairy meet

Dairy farmers and their families from five Western states will meet in Denver December 18th at the Regency Rodeway Inn, 3900 Elati St. for the annual meeting of their milk marketing cooperative, Mountain Empire Dairymen's Association.

The one-day program will focus on the current cost/price squeeze dairymen are finding themselves in, as well as take a look at the present consumer communications gap existing for dairymen. The Honorable Ted Strickland, State Senator, will give the welcoming address which will be followed by Barry Bastion's report on the Young Cooperators, the organization of the younger members of MEDA. Bastion is president of the Idaho MEDA Young Cooperators.

MEDA President, Tom Camerlo, will be at the helm reporting on "Cooperatives in 1975: At the Crossroads." This primary talk will be followed by a general luncheon at which John Rayburn, director at KBTW, Channel 9, will be the guest speaker.

Featured for the first time will be a special Communications Award, presented to the outstanding journalist who has done the most to foster the understanding of MEDA's place in the consumer's world.

The afternoon business meeting will be held for the MEDA producer members at the same time as the Ladies Program. The staff of Dairy Council, Inc., the nutrition education arm of the dairy industry, will present this special event for the women; entitled "New Year's Resolution #1 - Support Your Local Dairymen."

Several hundred milk producers are expected to be in attendance at this most important of annual meetings, coming from as far away as Idaho and Wyoming.
Dairyman predicts failure for many farmers in 1975

By DEAN PRESTON
Agriculture Editor
DENVER — Dairy producers in Colorado and the surrounding states are losing 70 cents to $2.50 per hundred pounds of milk produced, according to a top dairy official in the area.

Tom Camerlo of Florence, president of the Mountain Empire Dairy Association (MEDA), made the statement Wednesday to approximately 400 members during the group’s annual meeting here.

Camerlo said that 10-15 percent of the Rocky Mountain area dairy farmers will not survive through 1975. At the same time, producers are moving more milk from the dairy to the market in various forms, whether raw milk, cheese or powdered milk.

Camerlo pointed to the economic turmoil that has brought havoc in the dairy industry and the cattle industry.

“We are caught in the most vicious cost-price squeeze we have ever encountered,” he said. He was referring to the result of massive imports, particularly from the European Common Market, last winter when temporary shortages existed in the United States.

In January and February, when dairy cows were freshened and started producing again, the imports continued until the market was glutted, according to Camerlo.

The Fremont County dairyman has been president of MEDA for the past three years and still has another year to go before standing for re-election.

Sen. Ted Strickland, R-Westminster, called for the return of free enterprise for the dairy industry and agriculture in general. “Some people are calling for the government to run all segments of agriculture,” he said. He indicated that this would produce a negative result for the producer in the long run.

“The people are crying out for leaders in politics and industry who are willing to take the right decision and stick by it,” the senator said. He called on MEDA members to take the lead in acting responsibly to solve the supply and demand dilemma for the benefit of all.

Vern Bingham, MEDA general manager, pointed back to an innovating year for the association. During the year, the group merged with two other cooperatives to increase effectiveness and provide greater assurance of available milk at all times for the MEDA territory.

The organization increased its milk storage facilities at Thornton, home office of MEDA, and at Meridan, Idaho. The group also purchased jointly a cheese-making plant at Richmond, Utah, to handle Class C milk from the area.

Purchase of the cheese plant stirred controversy from the general membership. The board of directors had paid $250,000 for the plant, which was bonded only last Tuesday.

A few delegates questioned the right of the board to expend such an amount without a polling of producers by district to see how each delegate would vote. When another delegate called instead for support of the board in making what it considered the best possible move, applause drowned out the cry for reproof of the board.

Because of the cheese plant purchase, along with other moves made by the board, MEDA prices have been consistently above those received by cooperatives in surrounding states to those served by the group.

John G. White, rural reporter for the Denver Post, received the first annual MEDA award for outstanding effort in communicating the dairyman’s story to the public.

MEDA represents nearly 8,000 producers, primarily from Colorado. Other representation comes from Wyoming, Idaho and Kansas.
By DEAN PRESTON
Agriculture Editor
DENVER — Dairy producers in Colorado and the surrounding states are losing 70 cents to $2.50 per hundred pounds of milk produced, according to a top dairy official in the area.

Tom Camerlo of Florence, president of the Mountain Empire Dairy Association (MEDA), made the statement Wednesday to approximately 400 members during the group's annual meeting here.

Camerlo said that 10-15 percent of the Rocky Mountain area dairy farmers will not survive through 1975.

At the same time, producers are moving more milk from the dairy to the market in various forms, whether raw milk, cheese or powdered milk.

Camerlo pointed to the economic turmoil that has wrought havoc in the dairy industry and the cattle industry.

"We are caught in the most vicious cost-price squeeze we have ever encountered," he said. He was referring to the result of massive imports, particularly from the European Common Market, last winter when temporary shortages existed in the United States.

In January and February, when dairy cows freshened and started producing again, the imports continued until the market was glutted, according to Camerlo.

The Fremont County dairyman has been president of MEDA for the past three years and still has another year to go before standing for re-election.

Sen. Ted Strickland, R-Westminster, called for the return of free enterprise for the dairy industry and agriculture in general. "Some people are calling for the government to run all segments of agriculture," he said. He indicated that this would produce a negative result for the producer in the long run.

"The people are crying out for leaders in politics and industry who are willing to take the right decision and stick by it," the senator said. He called on MEDA members to take the lead in acting responsibly to solve the supply and demand dilemma for the benefit of all.

Vern Bingham, MEDA general manager, pointed back to an innovative year for the association. During the year, the group merged with two other cooperatives to increase effectiveness and providing greater assurance of available milk at all times for the MEDA territory.

The organization increased its milk storage facilities at Thornton, home office of MEDA, and at Meridan, Idaho. The group also purchased jointly a cheese making plant at Richmond, Utah, to handle Class C milk from the area.

Purchase of the cheese plant stirred controversy from the general membership. The board of directors had paid $250,000 for the plant, which was bonded only last Tuesday.

A few delegates questioned the right of the board to expend such an amount without a polling of producers by district to see how each delegate would vote. When another delegate called instead for support of the board in making what it considered the best possible move, applause drowned out the cry for reproof of the board.

Because of the cheese plant purchase, along with other moves made by the board, MEDA prices have been consistently above those received by cooperatives in surrounding states to those served by the group.

John G. White, rural reporter for the Denver Post, received the first annual MEDA award for outstanding effort in communicating the dairyman's story to the public.

MEDA represents nearly 800 producers, primarily from Colorado. Other representation comes from Wyoming, Idaho and Kansas.
More dairymen will sell out

DENVER — Ten to 15 per cent of the Rocky Mountain area dairy farmers will not survive through 1975, the president of Mountain Empire Dairymen’s Assn. told over 400 attending dairymen and industry representatives at the cooperative’s annual business meeting held here.

Tom Camerlo, dairy farmer from Florence, and president for the past three years of the state’s largest milk marketing co-op reviewed the events of 1974, pointing out the economic turmoil that has wrought havoc in the dairy industry and the cattle industry.

“We are caught in the most vicious cost-price squeeze we have ever encountered,” Camerlo said. He cited consumer resistance, administration import policies and skyrocketing feed prices as reasons for the situation.

“Ounce for ounce, no other food provides more nutrients higher in quality than milk,” Camerlo said, urging better relationship with the press and the consumer and a concentrated information program to state and national legislators.

Camerlo said that dairy farmers must have 80 per cent of parity to survive. The industry is now receiving prices which are at 73 per cent of parity.

“And we fully intend to hold President Ford to his promise that no further subsidized imports of dairy products will be permitted to enter the country. He said if the Europeans re-institute their export subsidies on dairy products directed at this market, I will impose countervailing duties,” and we are not going to let the president forget that,” Camerlo said.

Exports record value

WASHINGTON (AP) - Higher prices for wheat, corn, soybeans and some other commodities will push U.S. farm exports to a record value of about $22 billion this year despite a decline in the quantity shipped, a top Agriculture Department official predicted.

“Export volume will be down this year, but we project that increased prices will give us an export year in fiscal 1975 of about $22 billion, somewhat above last year’s record performances,” David L. Hume, head of the Foreign Agricultural Service, said.

Some 10 to 15 per cent of the dairy farmers in the Rocky Mountain area will not survive during 1975.

More than 400 members of the Mountain Empire Dairymen’s Association (MEDA) were confronted with that prediction during a recent annual meeting. The comment came from the group’s president Tom Camerlo of Florence.

“We are caught in the most vicious cost-price squeeze we have ever encountered,” Camerlo said and cited consumer resistance, administration import policies and feed costs for the current situation.

“We are at the threshold of a new era of agriculture. Mounting world food needs created a whole new ballgame,” Camerlo said.

Camerlo said dairy farmers must have at least 80 per cent of parity to survive, although the industry is currently getting only 73 per cent of parity. He said dairymen fully intend to hold President Ford to his promise that no further subsidized dairy imports would be allowed into this country. “We are not going to let the president forget that,” Camerlo said.
Ten to fifteen percent of the Rocky Mountain area dairy farmers will not survive through 1975, the President of Mountain Empire Dairymen’s Association told over 400 attending dairymen and industry representatives at the cooperative’s annual business meeting held today in Denver.

Tom Camerlo, dairy farmer from Florence, Colorado and president, for the past three years, of the state’s largest milk marketing coop, reviewed the events of 1974, pointing out the economic turmoil that has wrought havoc in the dairy industry and the cattle industry.

“We are caught in the most vicious cost-price squeeze we have ever encountered,” Camerlo said. He cited consumer resistance, administration import policies and skyrocketing feed prices as reasons for the situation.

Camerlo said 1975 would be the year that MEDA would come to a crossroads at which major choices would have to be made.

The coop president said that one road now being suggested is “isolationist” in nature and de-emphasized group marketing strength.

The other, he said, is the road toward greater marketing strength which will guarantee the consumer a reliable supply of wholesome, efficiently produced milk.

“Ounce for ounce, no other food provides more nutrients higher in quality than milk,” Camerlo said, urging better relationship with the press and the consumer and a concentrated information program to state and national legislators.

Camerlo said that dairy farmers must have 80 percent of parity to survive. The industry is now receiving prices which are at 73 percent of parity.

“And we fully intend to hold President Ford to his promise that no further subsidized imports of dairy products will be permitted to enter the country. He said ‘If the Europeans reinstate their export subsidies on dairy products directed at this market, I will impose countervailing duties.’ And we are not going to let the president forget that,” Camerlo said.

Mountain Empire Dairymen’s Association is a milk marketing cooperative with 700 dairy farmer members in Colorado, Wyoming and Idaho. MEDA is the area’s largest supplier of raw milk. The annual business meeting was held at The Regency, Denver.
Dairy Farmers At Crossroads

Ten to fifteen percent of the Rocky Mountain area dairy farmers will not survive through 1975, the President of Mountain Empire Dairymen's Association told over 400 attending dairymen and industry representatives at the cooperative's annual business meeting held recently in Denver.

Tom Camerlo, dairy farmer from Florence and president, for the past three years, of the state's largest milk marketing coop, reviewed the events of 1974, pointing out the economic turmoil that has wrought havoc in the dairy industry and the cattle industry.

"We are caught in the most vicious cost-price squeeze we have ever encountered," Camerlo said. He cited consumer resistance, administration import policies and skyrocketing feed prices as reasons for the situation.

Camerlo said 1975 would be the year that MEDA would come to a crossroads at which major changes would have to be made.

"We are at the threshold of a new era in agriculture," he said. "Mounting world food needs has created a whole new ballgame."

The co-op president said that one road new being suggested is "isolationism" in nature and de-emphasized group marketing strength.

The other, he said, is the road toward greater marketing strength which will guarantee the consumer a reliable supply of wholesome, efficiently produced milk.

"Once for once, no other food provides more nutrients higher in quality than milk," Camerlo said, urging better relationship with the press and the consumer and a concentrated information program to state and national legislators.

Camerlo said that dairy farmers must have 80 percent of parity to survive. The industry is now receiving prices which are at 73 percent of parity.

"And we fully intend to hold President Ford to his promise that no further subsidized imports of dairy products will be permitted to enter the country. He said "If the Europeans reinstitute their export subsidies on dairy products directed at this market, I will impose countervailing duties."

"and we are not going to let the president forget that," Camerlo said.

Mountain Empire Dairymen's Association is a milk marketing co-operative with 700 dairy farmer members in Colorado, Wyoming, and Idaho. MEDA is the area's largest supplier of raw milk.

White Honored By Dairymen

The need for an understanding between rural farmers and city consumers has never been as great as it is now and now is when John G. White of the Denver Post is making it happen. Mountain Empire Dairymen's Assn. honored this outstanding effort in communications last week at their annual meeting being held in Denver.

The award presentation was made at the day-long meeting of over 400 dairymen and milk industry leaders, held at the Regency Inn, MEDA president, Tom Camerlo presented the silver plaque to White in "appreciation of his efforts and achievements in objective rural and urban reporting on the developments in Colorado Agriculture though the Denver Post."

White grew up on a farm in Ten Mile, Mo., attended the University of Missouri at Columbia, receiving the Kappa Alpha Mu professional award in journalism. He began his career working for midwestern newspapers, then started on the Denver scene as a photographer, taking over the rural beat in 1972.

White has won several local, state and regional awards in photography, while his writing has culminated in the "1973 Oscar in Agriculture" award for a series of articles on the sheep industry. He is not married, living alone in a large old home near City Park in Denver.

His special accomplishment of which he is most proud is his "Country Roads" column, in which he is striving to "bring the message of the rural people to an out-of-touch urban audience."

Mountain Empire Dairymen's Assn., MEDA, is a milk-marketing cooperative of over 700 members, supplying the eastern slope of the Rockies, Wyoming, parts of Kansas, Nebraska and into Idaho. The annual meeting is held each year for all members and their families.
Tough year for dairymen predicted by co-op head

Ten to fifteen percent of the Rocky Mountain area dairy farmers will not survive through 1975. The president of Mountain Empire Dairymen's Association made that statement to over 400 dairymen and industry representatives who attended the annual business meeting held in Denver last week.

Tom Camerlo, dairy farmer from Florence, who has been president for the past three years of the state's largest milk marketing coop, reviewed the events of 1974. He pointed out the economic turmoil that has wrought havoc in the dairy industry and cattle industry. "We are caught in the most vicious cost-price squeeze we have ever encountered," Camerlo said.

He cited consumer resistance, administration import policies and skyrocketing feed prices as reasons for the situation. Camerlo said 1975 would be the year that MEDA would come to a crossroads at which major choices would have to be made.

"We are at the threshold of a new era in agriculture," he said. "Mounting world food needs has created a whole new ball game."

The co-op president said that one road now being suggested is "isolationist" in nature and de-emphasized group marketing strength.

The other, he said, is the road toward greater marketing strength which will guarantee the consumer a reliable supply of wholesome, efficiently produced milk.

"Ounce for ounce, no other food provides more nutrients higher in quality than milk," Camerlo said, urging better relationship with the press and the consumer and a concentrated information program to state and national legislators.

Camerlo said that dairy farmers must have 80 percent of parity to survive. The industry is now receiving prices which are at 73 percent of parity.

"And we fully intend to hold President Ford to his promise that no further subsidized imports of dairy products will be permitted to enter the country," Camerlo said.

Mountain Empire Dairymen's association is a milk marketing cooperative with 700 dairy farmer members in Colorado, Wyoming and Idaho. MEDA is the area's largest supplier of raw milk.

DAIRY FARMERS AT CROSSROADS

Ten to fifteen percent of the Rocky Mountain area dairy farmers will not survive through 1975, the President of Mountain Empire Dairymen's Association told over 400 attending dairymen and industry representatives at the cooperative's annual business meeting held today in Denver.

Tom Camerlo, dairy farmer from Florence, Colorado and president, for the past three years, of the state's largest milk marketing coop, reviewed the events of 1974, pointing out the economic turmoil that has wrought havoc in the dairy industry and the cattle industry.

"We are caught in the most vicious cost-price squeeze we have ever encountered," Camerlo said. He cited consumer resistance, administration import policies and skyrocketing feed prices as reasons for the situation.

Camerlo said 1975 would be the year that MEDA would come to a crossroads at which major choices would have to be made.

"We are at the threshold of a new era in agriculture," he said. "Mounting world food needs has created a whole new ball game.

The co-op president said that one road now being suggested is "isolationist" in nature and de-emphasized group marketing strength.

The other, he said, is the road toward greater marketing strength which will guarantee the consumer a reliable supply of wholesome, efficiently produced milk.

"Ounce for ounce, no other food provides more nutrients higher in quality than milk," Camerlo said, urging better relationship with the press and the consumer and a concentrated information program to state and national legislators.

Camerlo said that dairy farmers must have 80 percent of parity to survive. The industry is now receiving prices which are at 73 percent of parity.

"And we fully intend to hold President Ford to his promise that no further subsidized imports of dairy products will be permitted to enter the country, he said. "If the Europeans re-institute their export subsides on dairy products directed at this market, I will impose countervailing duties, and we are not going to let the president forget that," Camerlo said.

Mountain Empire Dairymen's Association is a milk marketing cooperative with 700 dairy farmer members in Colorado, Wyoming and Idaho. MEDA is the area's largest supplier of raw milk. The annual business meeting was held at the Regency, Denver.
Dairy Farmers Are at Crossroads

Ten to 15 per cent of the Rocky Mountain area dairy farmers will not survive through 1975, the president of Mountain Empire Dairymen’s Asso. told over 400 attending dairymen and industry representatives at the cooperative’s annual business meeting held last week in Denver.

Tom Camerio, dairy farmer from Florencia and president for the past three years of the state’s largest milk marketing coop, reviewed the events of 1974, pointing out the economic turmoil that has wrought havoc in the dairy industry and the cattle industry.

“We are caught in the most vicious cost-price squeeze we have ever encountered,” Camerio said. He cited consumer resistance, administration import policies and skyrocketing feed prices as reasons for the situation.

Camerio said 1975 would be the year that MEDA would come to a crossroads at which major choices would have to be made.

“We are at the threshold of a new era in agriculture,” he said. “Mounting world food needs has created a whole new ball game.”

The co-op president said that one road now being suggested is “isolationism” in nature and de-emphasized group marketing strength.

The other, he said, is the road toward greater marketing strength which will guarantee the consumer a reliable supply of wholesome, efficiently produced milk.

“One ounce for ounce, no other food provides more nutrients higher in quality than milk,” Camerio said, urging better relationship with the press and the consumer and a concentrated information program to state and national legislators.

Camerio said dairy farmers must have 80 per cent of parity to survive. The industry is now receiving prices which are at 73 per cent of parity.

“And we fully intend to hold President Ford to his promise that no further subsidized imports of dairy products will be permitted to enter the country. He said, “If the Europeans re-institute their export subsidies on dairy products directed at this market, I will impose countervailing duties, and we are not going to let the president forget that,” Camerio said.

By DEAN PRESTON
Agriculture Editor

Dairy operations are “going under” or “scaling down operations” at an alarming rate, according to a top industry official.

Tom Camerio, president of Mountain Empire Dairymen’s Association, said Friday that “The young farmer is the one who is really being hurt” in what he called “the most vicious cost-price squeeze we have ever encountered.”

Camerio, who sees consumer resistance, administration import policies and skyrocketing feed prices as the reasons for the situation, says the industry’s position has become more critical during the past two weeks than it was at mid-December.

He said that a 200-cow dairy near Platteville will be closed down Monday by Production Credit Administration. The Platteville operation is described as a modern plant which is being financed at high interest costs.

“About a week ago, a plant in Idaho with a 43,000-pound daily production average went under,” for the same reason, Camerio said.

Camerio owns a dairy at Florence and is a partner in a dairy at Canon City.

He cited federal export-import policies of 1974 as having a major effect on the present dairy industry crisis.

“Grain was exported, raising the domestic market price, while dairy products were imported, depressing the market price for milk,” he said.

“Subsidized imports create a wave effect. Low prices force some people out of business and prices go back up. Then more imports are allowed. We can’t borrow money on that basis,” Camerio said.

Camerio cited the recently passed International Trade Bill as having potential benefits for the dairy industry.

He sees it as possibly freeing up trade abroad at the same time it opens the door for greater control on imports.

On the short term, Camerio conceded that imports will help the consumer.

“But, as they hurt the domestic industry, they hurt the consumer on the long haul,” he said.

There are approximately 150 dairy operations in Southeastern Colorado. The average herd size is 30 cows.

“This represents about a quarter million dollars in direct investments,” Camerio said.

“It’s more than just the way things look now, we may have reached our high price for the coming year.”
Ten to 15 percent of the Rocky Mountain area dairy farmers will not survive through 1975, the pres. of Mountain Empire Dairymen's Association (MEDA) told over 400 dairymen and industry representatives at the cooperative's annual business meeting held recently in Denver.

Tom Camerlo, dairy farmer from Florence, and pres., for the past three years, of the state's largest milk marketing coop, reviewed the events of 1974, pointing out the economic turmoil that has wrought havoc in the dairy industry and the cattle industry.

"We are caught in the most vicious cost-price squeeze we have ever encountered," Camerlo said. He cited consumer resistance, administration import policies and skyrocketing feed prices as reasons for the situation.

Camerlo said 1975 would be the year that MEDA would come to a crossroads at which major choices would have to be made.

"We are at the threshold of a new era in agriculture," he said. "Mounting world food needs has created a whole new ballgame."

The coop pres. said that one road now being suggested is "isolationist" in nature and de-emphasized group marketing strength.

The other, he said, is the road toward greater marketing strength which will guarantee the consumer a reliable supply of wholesome, efficiently produced milk.

"Ounce for ounce, no other food provides more nutrients higher in quality than milk," Camerlo said, urging better relationships with the press and the consumer and a concentrated information program to state and national legislators.

Camerlo said that dairy farmers must have 80 percent of parity to survive. The industry is now receiving prices which are at 73 percent of parity.

Continued on back page
Dairy chief says milk operations are ‘going under’

By DEAN PRESTON
Agriculture Editor

Dairy operations are “going under” or “scaling down operations” at an alarming rate, according to a top industry official.

Tom Camerlo, president of Mountain Empire Dairymen’s Association, said Friday that “The young farmer is the one who is really being hurt” in what he called “the most vicious cost-price squeeze we have ever encountered.”

Camerlo, who sees consumer resistance, administration import policies and skyrocketing feed prices as the reasons for the situation, says the industry’s position has become more critical during the past two weeks than it was at mid-December.

He said that a 200-cow dairy near Plateville will be closed out Monday by Production Credit Administration. The Plateville operation is described as a modern plant which is being financed at high interest costs.

“About a week ago, a plant in Idaho with a 43,000-pound daily production average went under,” he said, for the same reason, Camerlo said.

Camerlo owns a dairy at Florence and is a partner in a dairy at Canon City.

He cited federal export-import policies of 1974 as having a major effect on the present dairy industry crisis.

“Grain was exported, raising the domestic market price, while dairy products were imported, depressing the market price for milk,” he said.

“Subsidized imports create a wave effect. Low prices force some people out of business and prices go back up. Then more imports are allowed. We can’t borrow money on that basis,”

Camerlo cited the recently passed International Trade Bill as having potential benefits for the dairy industry.

He sees it as possibly freeing up trade abroad at the same time it opens the door for greater control on imports.

On the short term, Camerlo concedes that imports will help the consumer. “But, as they hurt the domestic industry, they hurt the consumer on the long haul,” he said.

There are approximately 150 dairy operations in Southwestern Colorado. The average herd size is 30 cows.

“This represents about a quarter million dollars in direct investments,” Camerlo said.

“Add to that an average of three employees per dairy at an average salary of $50 per week in direct loss to the economy with each dairy failure,” he said.

“I don’t know just where we are in the dairy industry,” he added. “The way things look now, we may have reached our high price for the coming year.”

Dairy farmers are at crossroads

Ten to 15 per cent of the Rocky Mountain area dairy farmers will not survive through 1975, the president of Mountain Empire Dairymen’s association told over 400 attending dairymen and industry representatives at the cooperative’s annual business meeting held recently in Denver.

Tom Camerlo, dairy farmer from Florence, Colo., and president, for the past three years, of the state’s largest milk marketing coop, reviewed the events of 1974, pointing out the economic turmoil that has wrought havoc in the dairy industry and the cattle industry.

Camerlo said 1975 would be the year that MEDA would come to a crossroads at which major changes would have to be made. The coop president said that one road now being suggested is “isolationist” in nature and de-emphasized group marketing strength.

The other, he said, is the road toward greater marketing strength which will guarantee the consumer a reliable supply of wholesome, efficiently produced milk.

Camerlo said that dairy farmers must have 80 per cent of parity to survive. The industry is now receiving prices which are at 70 per cent of parity.

Mountain Empire Dairymen’s association is a milk marketing cooperative with 700 dairy farmer members in Colorado, Wyoming, and Idaho.
MEDA president Camerlo warns of dairy shut-downs in 1975

It's going to be a grim year for dairymen in 1975, according to Florence dairy farmer Tom Camerlo.

Camerlo, president of the Mountain Empire Dairymen's Association (MEDA), told over 400 dairymen at the cooperative's annual business meeting last week in Denver that 10 to 15 percent of the Rocky Mountain area dairy farmers will not survive the coming year.

Camerlo, who has been MEDA's president for the past three years, reviewed the events of 1974, pointing out the economic turmoil that created havoc in the dairy and cattle industries in the United States.

"We are caught in the most vicious cost-price squeeze we have ever encountered," Camerlo said. He cited consumer resistance, administration import policies and skyrocketing feed prices as reasons for the situation.

Camerlo said that 1975 would be the year that MEDA would come to a crossroads at which major choices would have to be made.

"We are at the threshold of a new era in agriculture," he said. "Mounting world food needs has created a whole new ballgame."

The cooperative president said that one road now being suggested is isolationist in nature and de-emphasized group marketing strength.

The other, he said, is the road toward greater marketing strength, which will guarantee the consumer a reliable supply of wholesome and efficiently produced milk.

"We fully intend to hold President Ford to his promise that no further subsidized imports of dairy products will be permitted to enter the country," the Florence dairymen said. "If the Europeans re-institute their export subsidies on dairy products directed at this market, (Continued on page 12)"

Dairy farmers at crossroads

Ten to 15 percent of the Rocky Mountain area dairy farmers will not survive through 1975, the President of Mountain Empire Dairymen's association told over 400 attending dairymen and industry representatives at the cooperative's annual business meeting held today in Denver.

Tom Camerlo, dairy farmer from Florence, and president, for the past three years, of the state's largest milk marketing coop, reviewed the events of 1974, pointing out the economic turmoil that has wrought havoc in the dairy industry and the cattle industry.

"We are caught in the most vicious cost-price squeeze we have ever encountered," Camerlo said. He cited consumer resistance, administration import policies and skyrocketing feed prices as reasons for the situation.

Camerlo said 1975 would be the year that MEDA would come to a crossroads at which major choices would have to be made.

"We are at the threshold of a new era in agriculture," he said. "Mounting world food needs has created a whole new ballgame."

The coop president said that one road now being suggested is "isolationist" in nature and de-emphasized group marketing strength.

The other, he said, is the road toward greater marketing strength which will guarantee the consumer a reliable supply of wholesome, efficiently produced milk.

"Ounce for ounce, no other food provides more nutrients higher in quality than milk," Camerlo said, urging better relationship with the press and the consumer and a concentrated information program to state and national legislators.

Camerlo said that dairy farmers must have 80 percent of parity to survive. The industry is now receiving prices which are at 73 percent of parity.

"And we fully intend to hold President Ford to his promise that no further subsidized imports of dairy products will be permitted to enter the country. He said "if the Europeans re-institute their export subsidies on dairy products directed at this market, I will impose countervailing duties," and we are not going to let the president forget that," Camerlo said.

Mountain Empire Dairymen's association is a milk marketing cooperative with 700 dairy farmer members in Colorado, Wyoming and Idaho. MEDA is the area's largest supplier of raw milk.
Dear Mrs. Wilhelm:

Many thanks for the lovely "rustic milk can." Already it is a conversation piece and we will use it for a beautiful "planter" in our foyer.

Yes, "Mela" is Rapparee.

Sincerely,

Mr. + Mrs. Ralph Schleicher
JAN 27, 1975

The message cannot be clearly read due to the handwriting.

Sincerely,

[Signature]
Dear Mr. Wilhelm:

I would like to take this opportunity to thank you and the Goddess of the Rockies Milk.

I really enjoyed my trip to Denver. I participated with the Western Rodeo Group. We visited various businesses and we also went to the Stock Show and Rodeo. I stopped by the Goddess of the Rockies Exhibit and it looked pretty good.

I have been in 4-H seven years and I have just begun my eighth year. I really enjoy 4-H for I learn so many things and I have a lot of opportunities to meet new people and see a little bit of the U.S.A.

I would like to tell you how grateful I am for people like you who help the youth of America in so many ways.

Thanks so much,

Sincerely,

Gayle Brinton
Dearest [Name],

I am writing to express my gratitude and heartfelt thanks for all that you have done for me. Your kindness and support have been a source of strength and comfort in these challenging times. I cannot express enough how much your assistance means to me.

I am grateful for your generosity in extending me your help. I have been overwhelmed by your kindness and feel very fortunate to have such a caring person in my life. Your act of kindness has touched my heart deeply and I am committed to pay it forward in any way I can.

I want you to know that your generosity has not gone unnoticed. I am extremely grateful for your support and the sacrifices you have made. I will always cherish the memories we have shared and the lessons you have taught me.

Please accept my sincere appreciation and heartfelt thanks. I am truly grateful for your friendship and support.

Yours sincerely,

[Your Name]
To
Thank
You

JAN 29 1975

American Greetings®
© AMERICAN GREETINGS CORP.
CLEVELAND, U.S.A. MCMLXXIII
79TU 750H
Dear Sir:

As a 4-H member from the Colorado delegation, I would like to express my thanks for the enjoyable time I had at the National Western Roundup in Denver.

I had a rewarding time. Thank you for sponsoring my trip.

Sincerely,

[Signature]

Racelan Wigton
Eaton, Colo.  
Jan 29, 1975

Dear Sirs,

Goddess of the Rockies Milk Inc.

I was very pleased to be the one to win the cookie jar at the Greeley Farm show.
Thank you very much.

Sincerely,

Mrs. Ju Anita Shelton
327 Elm St.
Eaton, Colo.
SCHEDULE OF EVENTS AT DINNER

Cocktails - 6:30 - 7:30
Welcome - Tom Camerlo - 7:30
Invocation - Lawrence Hertzke - 7:35
Dinner
Introduction of Guests - Tom Camerlo (Harvey to provide list)
Introduction of Entertainment - Tom Camerlo - 9:00 P.M.

HEAD TABLE

Tom and Natalie Camerlo
Vern and Mildred Bingham
Lawrence and Betty Hertzke
Dr. Truman Graff - Department of Agriculture
             Economics - University of Wisconsin
John Sliter - Executive Vice-President - U.D.I.A.
Gale and Clarissa Lange
Delmer and Lois Schlachter