

## RESPONSE OF DAIRYMEN TO MISINFORMATION ON MILK\*

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National Dairy Council and its network of affiliated Dairy Council units throughout the nation has been working on behalf of dairymen for 54 years. NDC has developed a program emphasizing the nutritional value of dairy foods in a balanced diet which serves as a positive approach to counter misinformation regarding milk. Today the Nutrition Research Program of NDC is more complete and more effective than ever before.

The purpose of the Nutrition Research Program of NDC is twofold: to support continuing scientific investigations that will result in a growing body of knowledge on the subject of nutrition and to transmit this information in various forms to health and nutrition leaders, and, subsequently, to the general public. This program can be divided into 3 rather broad categories: namely, library research, personal contacts, and the support of nutrition research investigations.

Dairy Council maintains an excellent up-to-date library pertaining to the nutritional value of dairy foods. A basic source for research ideas is the day-to-day contact of the Nutrition Research Staff with the published scientific literature retained in the library. The Dairy Council Digest is one of the many reviews which are prepared from information available in the library. The Digest, published continually since 1929, is a review of nutrition research pertaining to milk and dairy foods which is forwarded to professional leaders in educational, governmental, medical and consumer groups.

Attendance at professional meetings where unpublished research findings are reported and visits with investigators in their laboratories through an organized personal contact program provide further insights for developing and maintaining a top quality Nutrition Research Program for the dairy industry. Each year NDC sponsors a Nutrition Research Conference and cosponsors a symposium with the American Institute of Nutrition. In addition, NDC periodically cosponsors symposia with other scientific organizations such as the American Medical Association, American Public Health Association, and the American Dairy Science Association. This important segment of the NDC Nutrition Research Program serves as a vital link with the scientific community and reinforces the fact that Dairy Council is based upon a solid foundation of facts gleaned from research investigations.

Inasmuch as nutrition research is the cornerstone of the Dairy Council program, an active research program is necessary to answer critical nutrition questions involving dairy products. NDC is currently supporting a total of 17 research projects. The studies may be grouped generally into those dealing with the major nutrients in dairy foods (fat, carbohydrate, protein, vitamins and minerals) and those that relate to the functional role of dairy foods in human nutrition: (Milk and dental health; Filled and imitation milk; Nutritional status; and Medical and dental nutrition education). The need for an expanded Nutrition Research Program is evident and such a program must be implemented if the dairy industry expects to effectively meet the challenges it now faces.

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\*Presented at the 6th Florida Dairy Production Conference, Univ. of Fla., Gainesville, Florida, May 13, 1969.

A significant area wherein the dairy industry is receiving unwarranted publicity is in the whole area of the diet-heart disease controversy. The recent revision in the American Heart Association statement concerning diet and heart disease and release of their film, "Eat to Your Heart's Content" for viewing by the public, has strengthened the challenge in this area facing the dairy industry. NDC has accepted this challenge and has moved forward with a positive Nutrition Research, Nutrition Education, and Public Relations Program designed not only to counter the unwarranted American Heart Association program, but in addition, to interpret the scientific data regarding milk and other dairy foods to professional leaders in an unbiased fashion.

Thus, the dairyman's response to misinformation on milk is National Dairy Council's active and vigorous program of Nutrition Research, Nutrition Education and Public Relations. The enthusiastic support of this program today by the dairy industry is of unprecedented importance if we are to continue to be effective in the industry's behalf to successfully counter such misinformation.

Florida had the distinction of having the 1968-69 American Dairy Princess, Miss Elaine Moore, daughter of a Bradenton dairyman. The 1968-69 Florida Dairy Princess is Miss Margaret Toms, daughter of a Hialeah dairyman. Both princesses attended the Florida Dairy Production Conference Banquet and spoke briefly. Below is a statement on their activities prepared by the ADA of Florida.

#### DAIRY PRINCESS ACTIVITIES

Miss Elaine Moore, the American Dairy Princess, represents the dairy farmers throughout the country as their "spokeslady" for milk and dairy products. She won her title last July and has made numerous appearances for the American Dairy Association this past year.

As National dairy princess, Elaine has spent much time speaking for milk and dairy products. Her activities have included attending the first annual meeting of the Milk Producers, Inc. in San Antonio, Texas; she had the opportunity of meeting President Lyndon Johnson there and also speaking at a luncheon for dairy leaders from different states.

Another activity was the 100th annual meeting of the American Jersey Cattle Club in Columbus, Ohio. She met many young people raising dairy cattle and participated in the cattle show by presenting the ribbons.

At the fourteenth annual 4-H Dairy Conference in Chicago, Elaine spoke to over 200 4-H'ers. Afterwards, she signed their cookbooks, "Modern Approach to Everyday Cooking".

Elaine has attended several ribbon cutting programs; she cut the ribbon to open the Food and Dairy Industries Exposition in Chicago. In addition to these activities out of state, Elaine has been busy in Florida on television, club programs, newspaper interviews promoting milk and encouraging teenagers to eat correctly. Elaine will crown the new American Dairy Princess July 1, in Chicago. She attends Manatee Junior College in Bradenton.

Miss Margaret Toms, Florida Dairy Princess, attends the University of Florida and is quite active as Dairy Princess as well as maintaining a 3.7 grade average. Margaret's activities during her year have included promoting milk drinking with the Florida Gators for pictures, television and radio appearances, and speaking at conventions. Margaret recently attended the Legislative Appreciation Day and milked a cow with Governor Kirk and Commissioner of Agriculture Doyle Connor. Margaret represented the dairy industry in the "Miss Sunflavor" contest and was one of the finalists.