sales of dairy products—down 40 percent from the 1945 figure. Since 1960, the rate of attrition from dairy farming has been even more rapid. There is no simple explanation for the shrinking of this industry, but many important factors can be cited. Foremost among these is the fact that historically in the United States, dairy farmers have been unable to earn a return that is anywhere near comparable to returns on investment earned by other segments of the economy. A comparison of the rise in national income and population with growth factors in the dairy industry is illustrated by the following tables:

NATIONAL ECONOMIC FACTORS AND MILK PRODUCTION, 1889–1965

Year	National income	Total population [1]	Milk production: On farms	Milk production: Per capita	Marketings of milk and cream	Average price for milk sold to plants and dealers [2]	Cash receipts from marketings of: Milk and cream [3]	Cash receipts from marketings of: All farm products [4]
	Billions of dollars	Millions	Billions of pounds	Pounds	Billions of pounds	Dollars per hundredweight	Millions of dollars	Millions of dollars
1889			44.8					
1899			62.5					
1909			64.2					
1919			67.1					14,538
1925		115.8	90.7	783	63.5	2.38	1,515	11,021
1930	75.7	123.1	100.2	814	75.3	2.21	1,607	9,055
1935	57.1	127.2	101.2	795	75.2	1.71	1,297	7,693
1940	81.6	132.6	109.4	829	86.2	1.82	1,521	9,105
1945	181.2	140.5	119.8	904	98.4	[5] 3.19	3,021	22,405
1950	241.9	152.3	116.6	771	98.3	3.89	3,719	28,795
1955	331.0	165.9	122.9	744	108.3	4.01	4,217	29,785
1960 [6]	414.5	180.7	123.0	680	113.8	4.21	4,753	34,692
1961	427.3	183.8	125.4	683	117.0	4.22	4,919	36,407
1962	457.7	186.7	126.0	675	118.3	4.10	4,854	37,923
1963	481.1	189.4	125.6	660	118.0	4.11	4,860	38,939
1964	514.4	192.1	127.0	661	120.5	4.16	5,035	39,067
1965	554.7	194.6	125.1	643	119.1	4.24	5,084	41,380

[1] July estimates of total population including Armed Forces overseas.
[2] Average test.
[3] Includes farm butter through 1954.
[4] Includes Government payments.
[5] Excludes production payments.
[6] Includes Alaska and Hawaii beginning with 1960.

In my bill, even this base period is not used as a hard and fast import quota, it also provides for increases or decreases in the quota corresponding to changes in total annual domestic consumption of milk and milk products.

SHRINKING PER CAPITA CONSUMPTION

As we have seen from figures I presented above, milk products account for a consistently smaller percentage of the American food dollar and market receipts for these products account for shrinking percentages of national income. In 1950, when the U.S. population was about 152 million persons, total dairy production was a little over 117 billion pounds.

In 1965, after a 22-percent population increase to 195 million, dairy production rose only 6.4 percent to 125 billion pounds, reflecting a large decrease in per capita consumption of dairy products. The following table shows that since 1950, per capita consumption of all milk products has fallen from 728 pounds to 582 pounds. Even the substantial increases in skim milk and nonfat dry milk products since 1950 do not compensate for large drops in the use of fluid milk and butter: