

UNITED STATES AND FOREIGN MILK PRODUCTION AND CONSUMPTION

PRODUCTION

	1964 cows (1,000 head)	1964 per cow (pounds)	1965 total milk (million pounds)
United States.....	16,061	7,907	125,061
France.....	8,909	6,192	56,750
Germany, West.....	5,833	7,873	46,740
United Kingdom.....	4,149	6,860	29,635
Italy.....	3,300	5,778	19,455
Canada.....	2,906	6,363	18,345
Netherlands.....	1,665	9,211	16,100
Australia.....	3,265	4,900	14,825
New Zealand.....	2,011	6,267	13,135
Denmark.....	1,370	8,419	11,765
Belgium.....	999	8,912	9,350
Finland.....	1,185	7,116	8,600
Sweden.....	1,220	6,565	8,115
Switzerland.....	897	7,408	7,145
Austria.....	1,117	6,160	7,055
Ireland.....	1,393	4,739	7,055
Norway.....	552	6,658	3,645

PER CAPITA CONSUMPTION, 1964

[In pounds]

	Fluid milk ¹	Butter	Cheese	Total in milk equivalent ²
Finland.....	577	39.5	7.2	1,443
Ireland.....	500	35.8	3.5	1,439
New Zealand.....	433	43.2	7.7	1,315
Switzerland.....	423	14.9	19.4	998
Denmark.....	400	23.1	19.1	996
Sweden.....	393	20.4	17.6	975
Belgium.....	252	20.2	13.6	962
Australia.....	308	24.3	7.2	937
France.....	226	18.8	21.1	926
Norway.....	502	10.1	19.0	911
United Kingdom.....	371	19.0	10.5	882
Canada.....	314	19.1	7.5	870
Germany, West.....	213	18.9	9.7	769
Austria.....	348	11.4	7.6	708
Netherlands.....	170	11.3	17.0	678
United States.....	305	6.8	9.4	630
Italy.....	121	3.6	17.1	347

¹ Whole milk equivalent consumption of fluid cream included with fluid milk.² Fluid milk and dairy products in terms of whole milk equivalent.

Judging from the figures presented in this table, much of the difficulty being experienced in the dairy industry can be attributed to a marked lack of success in selling milk products which compete with other nondairy drinks and dairy substitutes. In few industries has the level of per capita product usage fallen so rapidly. In my view, two competing factors can be cited as having brought about the poor competitive position of dairy products on the domestic market. First, the tight cost-price squeeze experienced by all dairymen has allowed them to invest only a minimum amount of money in advertising, promotion, and new product development. On the other end of the cycle, high costs of modern, sanitary dairy machinery and of milk production in general have kept supermarket prices of milk and other dairy products above the price levels of comparable quantities of competing products.