lbs., domestic production has tripled compared to imports of about the same level as 1951.

In addition to those foreign types of cheese which have stimulated production and consumption of cheese in the United States, we would like to point out that a considerable volume of imported cheeses are not duplicated by any comparable domestic cheese and that the volume even of these cheeses, which are not under import restriction, has been decreasing rather than increasing in spite of the increased per capita cheese consumption in the United States and the increased population. I draw your attention to the statistics for pecorino cheese. This is a sheep's milk cheese imported from Italy. You will note that from a high of 17,973,000 lbs. imported in 1962, which amount represented about 22% of total U.S. cheese imports during said year, imports of this variety of cheese dropped to 15,600,000 lbs. in 1967. Similarly, imports of roquefort cheese have fallen from a high of 2,392,000 lbs. in 1962 to 1,860,000 lbs. in 1966 and about the same amount in 1967. This is even less than the amount that had been imported over thirty years ago. The point which these figures demonstrate is the fact that by and large, foreign types of cheese are specialty cheeses and their importation is limited by consumer tastes, and that no import restrictions are actually needed with respect to these cheeses. Nevertheless, some of the principal varieties are under import restriction.

The Tariff Commission in its report to this Committee states the following with regard to cheese consumption and imports (p. 102):

"The per capita consumption of cheese in the United States, unlike that of many dairy products, has been increasing over the past decade, notwithstanding rising retail prices. Annual consumption increased from 7.7 pounds per capita in 1957 to 9.9 pounds in 1966. The strong U.S. market prices for cheese reflect the impact of many factors, each of which alone cannot be appraised precisely. The slow but steady rise that has occurred in the aggregate demand for cheese stems from both population growth and rising incomes. The variety of cheeses available to the consumer has become greater in recent years and cheese has been used increasingly in a wide variety of manufactured foods."

and at page 104 of its Report, states further:

"In most recent years, about a fifth of U.S. imports of cheese has come from Italy, about 10 percent each from Switzerland, Denmark and New Zealand, and about 6 percent each from the Netherlands and Australia. The remaining two-fifths came from 35 other countries. With the exception of 1966—when the imports of Colby cheese were large—*about three-fourths of the U.S. imports of cheese in recent years have consisted of 'specialty-type' cheeses such as sheep's milk, Swiss, and Gruyere-process cheese; these cheeses are not closely competitive with, but generally complementary to, domestic cheeses. The remaining one-fourth of cheese imports were controlled by quotas imposed under section 22 of the Agricultural Adjustment Act.* The section 22 quotas for cheese in effect before July 1, 1967, which have been substantially filled in recent years, permitted entries of cheese equivalent to about 266 million pounds of milk; this quantity of milk equals about 2 percent of the amount of milk used annually in the United States to produce cheese, but only 0.2 percent of the total U.S. production of milk." (Italic added.)

The Tariff Commission Report (p. 2) points out that at the beginning of 1965 the dairy situation in the United States altered materially. The annual production of milk declined, whereas it had increased in the preceding two decades. In 1966, U.S. milk output was 120 billion pounds, or about 5% lower than 1964 (p. 4). In 1967, U.S. milk output was slightly lower than 1966, and in 1968, the U.S. Department of Agriculture reports first quarter output 2.6% below a year earlier, and April–June quarter production expected to be lower than the second quarter of 1967 (Dairy Situation, May 1968). The Tariff Commission Report states that there has been a long run decline in aggregate per capita consumption of dairy products due to changing food consumption patterns arising from a variety of economic, cultural and technological developments. Many consumers have adhered to low fat diets because of concern with their weight and intake of cholesterol (p. 11). The increasing popularity of beverages other than milk have also contributed to decreasing per capita consumption of milk (p. 12). The Tariff Commission also finds that "the sharp decline in consumption of dairy products in 1967 appears to have resulted largely from the marked increase in retail prices of dairy products that occurred in 1966 and then held in 1967" (p. 13). Although milk production and consumption have been reducing, it is significant to note that cheese production and consumption has been steadily increasing, and this is particularly true of the foreign types of cheese, such as swiss cheese and Italian type cheeses that have stimulated consumer tastes.