

Kansas Agricultural Experiment Station Research Reports

Volume 0
Issue 2 *Dairy Research (1984-2014)*

Article 383

1990

Managing the high-production herd. V. challenges of the 90's

John E. Shirley

Follow this and additional works at: <https://newprairiepress.org/kaesrr>



Part of the [Dairy Science Commons](#)

Recommended Citation

Shirley, John E. (1990) "Managing the high-production herd. V. challenges of the 90's," *Kansas Agricultural Experiment Station Research Reports*: Vol. 0: Iss. 2. <https://doi.org/10.4148/2378-5977.3308>

This report is brought to you for free and open access by New Prairie Press. It has been accepted for inclusion in Kansas Agricultural Experiment Station Research Reports by an authorized administrator of New Prairie Press. Copyright 1990 Kansas State University Agricultural Experiment Station and Cooperative Extension Service. Contents of this publication may be freely reproduced for educational purposes. All other rights reserved. Brand names appearing in this publication are for product identification purposes only. No endorsement is intended, nor is criticism implied of similar products not mentioned. K-State Research and Extension is an equal opportunity provider and employer.



Managing the high-production herd. V. challenges of the 90's

Abstract

The decade of the 1980s was a transition period for the Dairy Industry in the United States. The decade began with a large milk surplus and low prices and ended with milk shortages and record high prices. The dairy industry experienced drastic governmental action through the milk set-aside and whole herd buy-out programs instituted to reduce the milk surplus and the establishment of the National Dairy Board accompanied by a check-off program to fund advertising and research. The decade ended with a butter surplus and moves by marketing agencies to lower or drop premiums for fat and install premiums for milk protein or solids-not-fat.; Dairy Day, 1990, Kansas State University, Manhattan, KS, 1990; The 1990 Annual KSU Dairy Day is known as Dairy Day, 1990

Keywords

Dairy Day, 1990; Kansas Agricultural Experiment Station contribution; no. 91-148-S; Report of progress (Kansas Agricultural Experiment Station); 608; High-production herd; Dairy; Challenges

Creative Commons License



This work is licensed under a [Creative Commons Attribution 4.0 License](https://creativecommons.org/licenses/by/4.0/).

**MANAGING THE HIGH-PRODUCING HERD.
V. CHALLENGES OF THE 90s**

John E. Shirley

The decade of the 1980s was a transition period for the Dairy Industry in the United States. The decade began with a large milk surplus and low prices and ended with milk shortages and record high prices. The dairy industry experienced drastic governmental action through the milk set-aside and whole herd buy-out programs instituted to reduce the milk surplus and the establishment of the National Dairy Board accompanied by a check-off program to fund advertising and research. The decade ended with a butter surplus and moves by marketing agencies to lower or drop premiums for fat and install premiums for milk protein or solids-not-fat.

We enter the 90s with a lean industry in terms of cow numbers and herds but a relatively efficient one in that production per cow is at an all time high. Application of existing management practices and the adaptation of new technology will continue to push production per cow upward at a time when governmental involvement in bolstering milk prices is losing popularity.

The current decade is promising, but will cause us to make some hard decisions in order to maintain a strong position in the marketplace. Past actions of the National Dairy Board have had a positive influence on milk sales, consumer attitudes toward dairy products, and new product development. However, the industry must be willing to continue a strong advertising and research program and adjust to consumer demands. This aspect of our industry is not a "now and then" program but one that requires constant attention.

Issues that cloud the horizon include antibiotics and other drug residues in milk, the fat-protein premium question, standards for somatic cell counts, adaptation of biotechnologies such as rBST, supply-demand equalization programs, federal order programs, and market oriented shifts in product demand, along with a host of issues surrounding governmental involvement in agriculture and activities of our milk marketing cooperatives.

These issues must be addressed and logical decisions made, if we plan to be a growth industry during the 90s. Now is not the time to give in to "what's good for me today" thinking. Decisions should be made that will provide a strong foundation for future development and continued solvency of the Dairy Industry.