A glance at the contents listed on the cover of recent issues of the Journal of Dairy Science stagger the imagination of the man in industry. The range, scope, depth, complexity, and sheer volume of research being done and reported is such that it is beyond the capabilities and time of the man involved in processing and distribution.

Even abstracts and summaries cover too wide a field to be read. When the man in industry seeks knowledge on a certain problem he can look it up, of course. But the real problem to my mind is this—How can he become acquainted with new discoveries which could revolutionize his business, plant, product, or methods of distribution?

From our Industry journals I learned of what's being done in Dairy Science and the Dairy Industry Newsletter by Olivia Nicol and DISA bulletins. But all these reach journalists—not the harried, hurried milk plant operator. In addition to communicating to the man in industry, the results of this wide field of research in terms readily understood by the layman, perhaps a reverse system which would acquaint the dairy scientist with industry's most pressing problems would stimulate investigation and research in those fields.

One of the biggest problems facing today's milk distributor is marketing and distribution. At the Milk Industry Foundation Convention in November, 1960, the president of a supermarket firm said that when the supermarket could process and distribute its own milk more efficiently than is being done by the dairy industry, the supermarket would operate its own milk plants. He was not too complimentary regarding the manner in which the industry is performing today. Over the nation there are already several supermarket-owned milk plants, or captive creameries, as they are called on the West Coast.

Retail milk delivery to the home is, in the opinion of many dairy leaders, doomed. Yet surveys show that milk consumption is higher when milk is delivered to the home. One survey indicated 10 qt per week consumed by the average family against 6 qt when bought at the store. This trend to out-of-store milk distribution will cut consumption.

The research and interest in sterile milk is important. However, the economics of sterile milk, particularly when concentrated, depends on the raw milk being bought at Class II or III (manufacturing milk) prices. This same price advantage given to fresh whole milk would save the consumer the same amount and would make the new process unnecessary. The more producer milk sold in Class I, the higher the farm dairy income. Is it wise to encourage the sale of manufactured milk products to compete with Class I?

An astute friend told me not long ago that, in any crowd, he can pick out the dairymen. "How do you do it?" I inquired.

"I can tell by the gleam in their eyes," he replied.

"Really? Explain."

"The gleam is caused by the reflection of light shining through the holes in their heads."

This facetiously points up the greatest problem in our industry today—break-down of our human relationships within the industry—lack of confidence in competitors. And it has resulted in price wars which have cost the industry millions of dollars, and the end is not yet. Can the dairy technologist help us solve this problem? Should the dairy curricula be broadened to include whatever courses might help solve this human friction? Should students be encouraged to join clubs, fraternities, living units which condition them for bumping elbows? The National Cotton Council has for 20 yr maintained its own permanent market research staff, with its efforts about equally divided between research and promotion. This market research staff guides technical research into areas where it is needed, and follows work under way.

Perhaps a committee or board made up of dairy scientists, operators of the various dairy product plants, and writers could review research reports as made available by the present abstract and reporting agencies, and discuss them. Then this scientific information must be translated into lay language. It must be boiled down to its essentials. Then its practical application must be recognized and this information communicated to the people who need it and can apply it to practical use in dairy plant operation. Then the flow should be reversed and the problems and interests of the industry communicated to the scientist. To summarize it in a word—a much overworked word—what we need is better communication.

At the Symposium on Basic Research of the American Association for the Advancement of Science in 1959, Dr. W. O. Baker said, "Man's curiosity and the satisfaction he gets out of exercising it according to his own bent, can be coupled with the needs and ambitions of the human race." This should be our guide and goal.