

1950
NEW ZEALAND

CENTRAL MILK COUNCIL

REPORT OF THE DIRECTOR OF MARKETING FOR THE PERIOD ENDED
31ST MARCH, 1950

Presented to Both Houses of the General Assembly Pursuant to Section 112 of the Milk Act, 1944

The DIRECTOR OF MARKETING to the Hon. the MINISTER OF HEALTH.

SIR,—

Marketing Department.

I have the honour to present herewith, pursuant to section 112 of the Milk Act, 1944, a report of the operations of the Central Milk Council for the year ended 31st March, 1950.

I have, &c.,

L. C. WEBB,

Director of Marketing

The Hon. the Minister of Health

REPORT

FOLLOWING the change of Government, Mr. S. W. Smith, M.P., Parliamentary Under-Secretary to the Minister of Marketing and Agriculture, acted as Chairman of the Council by arrangement with the Hon. the Minister of Health.

The personnel since the change of Government has been as follows :—

Chairman : Mr. S. W. Smith, M.P.

Dr. Muriel Bell, representing the interests of women and children, appointed on the recommendation of the Minister of Health.

Hon. W. J. Rogers, Mayor of Wanganui, and representative of the Municipal Association of New Zealand (Inc.), appointed on the recommendation of the Minister of Health.

Messrs. J. J. Maher, M.P., and C. J. McFadden, representatives respectively of North and South Island Town Milk Producer Associations, and appointed on the recommendation of the Minister of Agriculture.

Mr. H. E. Combs, M.P., appointed on the recommendation of the Minister of Health.

Mr. L. C. Webb, as Director of Marketing.

Five meetings were held during the year.

DECLARATION OF MILK DISTRICTS AND ESTABLISHMENT OF LOCAL MILK AUTHORITIES

The following boroughs were declared milk districts and approved as Local Milk Authorities during the year ending 31st March, 1950 :—

| District. | Authority. | Date District and Milk Authority Gazetted. |
|--------------|------------------------------|--|
| Greymouth .. | Greymouth Borough Council .. | 28/8/49 |
| Gore .. | Gore Borough Council .. | 25/8/49 |
| Masterton .. | Masterton Borough Council .. | 13/4/49 |
| Mosgiel .. | Mosgiel Borough Council .. | 7/4/49 |

PURCHASE OF PRIVATELY-OWNED MILK TREATMENT PLANT

Upon it being offered to the Crown by the proprietor, and in accordance with the policy of the Council for the public treatment of milk, the treatment house owned and operated by the Rotorua Pasteurized Milk Co. was purchased by the Marketing Department. The purchase was completed on the 1st October, 1949, and the Rotorua Borough Council undertook the management of the station for the Crown. The operations of the station are supervised by the Milk Committee of the Council, which has co-opted two representatives of the Rotorua Co-op. Milk Supply Co., Ltd.

GOODWILL PRICES FOR MILK ROUNDS

In keeping with section 105 of the Milk Act, 1944, the Council gave consideration to and approved the fixation of goodwill price per gallon for milk rounds at Picton and Mātaura :—

Picton : £10 for retail and £4 for wholesale class of sale.

Mātaura : £5 for both retail and wholesale class of sales.

LOCAL MILK AUTHORITIES ASSOCIATION

The Council recommended to the Minister of Health that full consideration be given to the setting up of the Local Milk Authorities Association as provided for by section 15, Finance Act, 1949.

MILK TESTING

The Council gave considerable attention during the year to the amount of milk testing being carried out on producers' milk consigned to registered milk treatment houses throughout the Dominion. The Council was pleased with the progress being made in this direction. As indicative of the amount of testing being done, the following figures for the month of September, 1949, are quoted :—

| | |
|---|----------------|
| Number of treatment houses | 34 |
| Number of producers supplying in September, 1949 .. | 1,299 |
| Number of treatment houses who did no testing in September, 1949 | 4 |
| Number of suppliers represented by this figure | 21 |
| (As expressed as a percentage) | 1.6 per cent. |
| Number of suppliers enjoying regular testing | 1,278 |
| (As expressed as a percentage) | 98.4 per cent. |
| Number of tests performed on <i>incoming</i> milk supplies from individual producers— | |
| Methylene blue | 22,265 |
| Butterfat content | 3,354 |
| Solids-not-fat content | 3,181 |
| Sediment test | 1,596 |
| Tests other than above four | 1,496 |
| Total of above tests for September, 1949 .. | 33,892 |

All the tests were carried out by milk treating house staffs under the check control of Dairy Instructors of the Dairy Division, Department of Agriculture. The totals do not include numerous tests carried out on bulked milk or on the finished processed milk.

QUALITY OF MILK

During the year the Council received very full reports on the improved standards of town milk production, treatment, and bottling which were submitted by the Live-stock and Dairy Divisions, Department of Agriculture.

MISCELLANEOUS

During the year consideration was given to the following :—

- (a) Low-solids-not-fat content of milk.
- (b) Utilization of skim-milk.
- (c) Quality of milk-bottles.
- (d) T.B. testing of town supply herds.
- (e) Milk zoning in Lyttelton.
- (f) Zoning of wholesale deliveries in Dunedin.

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