

FURTHER CUT IN MILK SUPPLIES: INSTRUCTIONS TO
DAIRYMEN

To meet the seasonal decline in milk supplies it is essential that a cut of a further 10% be imposed, making 15% in all, based on total sales for week ending 25th October.

All dairymen supplying consumers must restrict their total sales on this basis on and from Sunday 9th November. Priorities must be maintained in full and the reduction in total sales must be spread over non-priority sales.

Producer-retailers in areas of population not exceeding 30,000 may continue to distribute without restriction milk of their own production, but where they are purchasing balancing quantities from wholesalers, they are not entitled to buy more than is necessary to bring their total distribution to the quantities which they were selling during the week ending 25th October, less 15%.

Schools in some districts were closed during the week ending 25th October. In such cases a supply not exceeding the quantity of milk supplied to each school during the week ending 18th October may be added to the "Certificate of Requirements" quantity.

Sales to hospitals should now be restricted to "Certificate of Requirements" quantities. Cases of special difficulty should be referred to Regional Milk Supply Officer.

Retailers must notify the Regional Milk Supply Officer in their area of any milk which may remain in their hands in excess of their total sales and they must dispose of such milk in accordance with the directions of the Ministry of Food through the Regional Milk Supply Officer.

In arriving at the total permitted sale under this instruction, retailers should make full allowance for their priority requirements. In some instances a reduction of 15% on the sales during the week ending 25th October may bring total sales to less than "Certificate of Requirements" quantities. In such a case "Certificate of Requirements" quantities should be taken as a minimum.

The quantities of milk available for transfer at this season may not in all cases allow supplies to be made up to a figure representing total sales less 15% on the week named. In other words total sales for the week ending 25th October less 15% should be taken as a maximum and not as a minimum.

The Ministry of Food desire to ensure as far as possible that these instructions for curtailment of total sales are being carried out equitably and they are arranging therefore to make spot checks in a number of areas so that the Ministry and the Distributive Trade may be satisfied that the restrictions imposed have been given effect to.

The effect of the restriction now announced will be that supplies to non-priority customers are reduced by considerably more than 15%; it may be illustrated as follows. A dairyman retailing 1,000 gallons will have to limit his total sales to 850 gallons. If his deliveries to priority classes represent 400 gallons, out of the 1,000 gallons, the effect will be to curtail his distribution to non-priority consumers from 600 gallons to 450 gallons.

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