

1947
NEW ZEALAND

CENTRAL MILK COUNCIL

REPORT OF THE DIRECTOR OF MILK MARKETING FOR THE PERIOD ENDED
31ST MARCH, 1947

*Presented to both Houses of the General Assembly pursuant to Section 112
of the Milk Act, 1944*

The DIRECTOR OF MILK MARKETING to the Hon. the MINISTER OF HEALTH.
MADAM,— Wellington, 10th July, 1947.

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 period ended 31st March, 1947.

I have, &c.,

H. H. INNES,

Director of Milk Marketing.

The Hon. Minister of Health.

REPORT

INTRODUCTION

Background to the Establishment of the Council

IN 1943 a Royal Commission was set up for the purpose of making an inquiry into and reporting upon the then present circumstances of the supply of milk to the four metropolitan areas of Auckland, Wellington, Christchurch, and Dunedin, and to such other areas as might be directed from time to time by the Minister of Agriculture, and upon other specified matters.

The Commission was also directed to make recommendations to the Government in regard to the future organization of the town milk industry so as to ensure that at all times an adequate quantity of high-quality milk was available to the consuming public at a reasonable price.

On presenting a report on the 16th August, 1943, to His Excellency the Governor-General the Commission stated that the first essential to the attainment of the threefold object of adequacy, high standard, and reasonable price was the reorganization of methods of control and direction of the town milk industry which would involve three major developments—viz., (1) the creation of a Central Authority to guide and control the conduct and developments of the industry; (2) the appointment of Metropolitan Milk Councils as local authorities for each of the four main centres, and (3) the establishment of producer supply associations for each defined area of consumption.