

**REPORT OF
ROCHESTER
MILK SURVEY**

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Report of Rochester milk survey by Charles E. North

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CHARLES E. NORTH

**REPORT OF
ROCHESTER
MILK SURVEY**

Univ. of
CALIFORNIA

Report
of
Rochester Milk Survey

by the
Committee on Public Safety
of the

Rochester. Common Council



Apr 20-1957

Charles E. North, M.D., *Director*

December, 1919

UNIV. OF CALIFORNIA

I

GENERAL INTRODUCTION

In response to a widespread demand on the part of many of the citizens of Rochester for an official investigation of the high cost of milk, and the recognition by the city officials that the cost of milk had greatly increased in recent months, the Common Council of the City of Rochester planned to conduct a milk survey in accordance with the following resolution:

City Clerk's Office,
City Hall,
Rochester, N. Y., July 10, 1919.

To Whom It May Concern:

I Herely Certify, That at a session of the Common Council of the City of Rochester, held in the City Hall on Tuesday, April 22, 1919, an ordinance was adopted, of which the following is a true copy; and that at the time said ordinance was adopted the Common Council of said City consisted of twenty-four members.

By ALD. HART—

Be it ordained by the Common Council of the City of Rochester as follows:

Section 1. The Committee on Public Safety of the Common Council is hereby authorized and directed to investigate and inquire into the distribution of milk used in the City of Rochester and the sanitary conditions surrounding the same and the cost thereof; and as to the expediency of the purchase and distribution by the city of all milk used in the city; and as to the expediency and expense of any other method designed to secure the control by the city of the distribution of milk; and into the production of milk used in the City of Rochester and the sanitary conditions surrounding the same and the cost thereof; and as to the expediency and expense of the production by the city on municipally owned farms of all milk used in the city; and to report to the Common Council the result of its investigation with such recommendations concerning the same as it deems proper.

Sec. 2. The employment of one or more experts to assist said Committee in its investigation is hereby authorized, such employment to be without competition, at a compensation to be fixed by the Board of Estimate and Apportionment, and it is hereby declared to be impracticable to procure the services of such experts by competitive contract.

Sec. 3. This ordinance shall take effect immediately.

Adopted by the following vote:

Ayes—Aldermen Cauley, Ward, Hart, Somers, Friedler, Rosenberg, Messinger, Kane, Steelsmith, Carroll, Chilson, Cook, Russell, O'Neil, Bareham, Stahley, Rapleye, Morgan, Hoffman, DePotter, Dentinger, Hannahs, Ruppel.—23.

Nays—None.

And I further certify that said ordinance was submitted to His Honor, the Mayor of said City of Rochester, by whom the same was approved.

Attest:

JOSEPH A. CRANE,
City Clerk.

The present director of this survey was employed by the City of Rochester to organize and conduct a milk survey, beginning on July 8th, 1919.

A SURVEY OF MILK SURVEYS

In order that the proposed survey might be planned in a manner that would insure results of the most practical value to the city, consideration was first given to the work performed in previous milk surveys. All of these include plans of organization, subjects of study, and recommendations which are contributions to the plans for the Rochester Survey and a brief consideration of them will form the best possible introduction to the present Rochester Survey.

The list of these surveys is as follows:

<i>Date</i>	<i>Place</i>	<i>Auspices</i>	<i>Directed by</i>
1911-12	Rochester, N. Y.	Private	Dr. John R. Williams
1915	Detroit, Mich.	U. S. Dept. of Agriculture	C. E. Clement and G. P. Warber
1916-17	New York State	New York State Senate and Assembly	Senator Wicks
1917	Berkeley, Cal.	University of California	Elwood Mead
1917	New York City	Mayor's Committee on Milk	Dr. Charles E. North, Chairman
1917	New England	Boston Chamber of Commerce	R. W. Bird, Chairman Dr. A. G. Gilbert, Secretary
1917	Pennsylvania, Maryland, Delaware	Governors' Tri-State Commission	Dr. Clyde L. King, Chairman
1917	Canada	Food Controller	P. B. Tustin, Chairman
1919	New York State	Council of Farms and Markets	W. A. Dana, Chairman
1919	Spokane, Wash.	Chamber of Commerce	J. K. McCormack, Chairman
1919	Winnipeg, Man.	City Council	R. D. Hughes
1919	New York City	Private	I. G. Jennings
1919	New York State	Governor's Commission on High Cost of Living	Martin H. Glynn and John H. Finley
1919	New York State	New York State Recon- struction Commission (Committee on Food Pro- duction and Distribution)	Thomas V. Patterson, Chairman Herschel H. Jones, Secretary

1911-12, *Rochester, N. Y.* ("The Economic Problems of Milk Distribution in their Relation to the Public Health," by Dr. John R. Williams. Transactions of the Fifteenth International Congress on Hygiene and Demography, Washington, D. C., 1912.)

The studies in this survey were confined strictly to the City of Rochester, and were conducted entirely under the auspices of Dr. John R. Williams, of Rochester, at his own private expense. The time consumed in the investigation was over one year and a half, and a number of investigators were employed by Dr. Williams. Not only because this survey deals particularly with the City of Rochester, which is the subject of the main survey in our own report, but also because it was the first and by far the most comprehensive survey yet made of the cost of milk distribution and the unnecessary expenses connected with the same, it is desirable to consider the material in this report in some detail. It

will also be interesting to compare the conditions prevailing in 1911 with the conditions prevailing in 1919.

The first branch of Dr. Williams' study in Rochester consisted of a house to house canvass in 15 sections of the city, each containing from 100 to 700 homes. In all about 5,000, or about one-tenth of the homes in the city were visited. The results of this investigation are given in the table below:

MILK SURVEY OF THE CITY OF ROCHESTER

TABLE No. 1
TABLE SHOWING THE USE OF MILK IN HOMES AND THE EXCESSIVE AND UNNECESSARY TRAFFIC
BY THE PRESENT DISTRIBUTERS

Section.	Class.	Number of homes.	Number of people.	Children under 5 years.	Amount of milk used daily (quarts).	Families using daily—					Families using—			Number of homes supplied by distributors.	Number of distributors in section.	Miles one distributor would travel in supplying section.	Miles present distributor travels in supplying section.
						1/2 quart.	1 quart.	1 1/2 quarts.	2 quarts.	2 1/2 quarts.	3 quarts.	Certified milk.	Exclusively.				
1	Chieffy colored	231	1,128	67	245	51	122	10	24	11	6	11	4	48	165	23	20
2	American laboring	523	2,308	159	532	131	242	21	67	18	..	23	30	70	432	55	45
3	Do.	462	2,067	143	475	135	204	28	53	1	2	21	37	103	340	40	30
4	Well-to-do.	283	1,176	67	398	35	132	27	61	1	14	1	10	4	273	27	24
5	German-American laboring	527	2,647	224	626	117	231	41	80	36	2	8	9	28	508	39	61
6	Do.	115	518	19	169	12	57	9	24	1	5	120	14	1	12
7	Italian laboring	643	3,172	538	388	218	143	26	26	1	18	11	16	29	353	51	36
8	Jewish laboring.	477	2,316	310	623	65	170	63	103	4	11	10	32	28	363	57	30
9	German laboring	234	1,245	94	289	37	90	33	39	1	8	4	5	145	39	1	20
10	American middle	450	1,939	112	523	92	217	39	66	..	21	13	13	443	26	2	48
11	Well-to-do	201	891	24	352	17	63	12	66	..	32	18	..	1	166	25	2
12	Do.	99	495	20	190	5	24	8	24	..	4	1	91	17	14
13	Do.	209	845	41	303	23	88	9	56	..	20	29	216	34	38
14	American laboring	191	851	57	165	72	59	12	19	5	..	18	11	10	167	31	21
15	Do.	786	..	200	1,100	192	258	44	38	62	786	62	54

Attention is called to the fact that the proportion of children under 5 years of age is greater among the poor than among the well-to-do, and that the use of store milk and condensed milk is confined largely to the laboring classes, which, it is suggested, is due to lack of refrigerators or ice.

The most interesting part of this table shows the large number of milkmen going into each district. In section No. 4, 273 homes are supplied by 27 distributors travelling more than 25 miles, whereas one dealer could render the same service travelling not more than 2.6 miles. In section No. 8 are 57 distributors travelling over 30 miles supplying 363 homes, which could be served by one distributor travelling 1.7 miles. The report points out the great wastefulness of the present system of distribution, due to duplication.

Another important branch of this investigation consisted of a study of the cost of distribution. Information was secured from 173 distributors. Almost all, excepting half a dozen, had no accounting system, and approximate costs were arrived at by enquiry into the businesses. The results of this enquiry are shown in the following table:

TABLE No. 2

TABLE SHOWING THE TOTAL ACCOUNTING OF MILK DISTRIBUTERS
IN ROCHESTER, GROUPED ACCORDING TO THE
VOLUME OF BUSINESS DONE

Schedules.	Distributers selling daily—				Total.
	Not more than 150 quarts.	From 151 to 300 quarts.	From 301 to 1,000 quarts.	1,000 quarts or more.	
Distributers, number	25	101	44	3	173
Milk, retail, quarts.....	2,887	21,368	17,180	8,900	50,335
Milk, wholesale, quarts	129	2,411	3,415	6,000	11,947
Total milk sold, quarts.....	3,016	23,799	20,599	14,900	62,314
Men employed, number	29	133	99	95	356
Horses employed, number	34	160	101	65	360
Wagons employed, number	26	137	92	50	305
Length of route, miles	199	1,053	616	641	2,509
Customers, number	1,885	13,915	9,490	9,800	35,090
Value milk-room equipment.....	\$2,407	\$17,295	\$16,750	\$38,450	\$76,902
Value horses and wagons.....	8,815	45,105	28,495	25,035	107,450
Value real estate	96,700	96,700
Total investment	\$11,222	\$62,400	\$44,245	\$160,185	\$278,052
Interest, depreciation on investment..	\$ 6.17	\$ 34.17	\$ 25.16	\$ 45.15	\$ 110.65
Cost of coal and ice.....	8.92	42.25	39.03	17.20	107.40
Milk shrinkage, waste, etc.	4.35	36.59	28.55	14.55	84.04
Maintenance horse and wagon.....	25.30	152.50	101.00	100.00	378.80
Daily wages, labor	5.60	48.95	74.20	193.06	321.81
Cost of bottles	7.38	77.36	74.89	21.00	180.63
Total cost distribution.....	\$57.72	\$392.82	\$342.83	\$390.98	\$1,184.35
Amount paid producer.....	123.71	999.55	880.44	896.40	2,895.10
Total cost to distributer.....	\$186.43	\$1,392.37	\$1,223.27	\$1,277.38	\$4,079.45
Milk receipts, retail	\$213.31	\$1,535.05	\$1,254.67	\$628.00	\$3,685.03
Milk receipts, wholesale	1.00	138.26	195.87	314.50	548.63
Cream receipts	6.75	60.84	106.20	67.51	241.50
Total receipts	\$220.06	\$1,734.15	\$1,556.74	\$1,366.01	\$4,876.96
Labor profit	\$37.59	\$341.78	\$333.47	\$78.58	\$791.42
Labor loss	3.96