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UNITED NATIONS
ECONOMIC
AND
SOCIAL COUNCIL



DISTR.
RESTRICTED
E/ICEF/R.775
22 July 1959
ORIGINAL: ENGLISH

UNITED NATIONS CHILDREN'S FUND

Programme Committee

Recommendation of the Executive Director for an Allocation
ISRAEL
Milk Conservation

The Executive Director recommends an allocation to Israel of \$254,000 to provide supplementary equipment to assist in the establishment of a milk pasteurization plant for the Jerusalem area; refrigeration equipment for the previously assisted Tnuva plant at Tel Aviv; and two fellowships. The Board has previously approved \$507,000 for this project, exclusive of freight. The most recent location was approved in September 1957 (E/ICEF/L.11145).

The Government and Tnuva (a co-operative organization which will own and operate the plant) will each deposit into a joint fund amounts in Israeli pounds equivalent to the landed cost of the UNICEF equipment. This joint fund, as agreed with UNICEF, will be used principally for the purpose of providing farm cooling systems, tank transport equipment for movement of milk from farm to dairy, milk distribution equipment for distribution to hospitals, schools and institutions and to establish a loan fund for the purpose of increasing and improving the quality of milk on farms.

In the fiscal year 1959/60 the Government subsidy to farmers for raw milk is expected to increase from IL8,000,000 to IL9,000,000 (equivalent to \$5,000,000). A yearly consumer subsidy of approximately IL6,000,000 for the purpose of reducing the prices of school lunches and school milk for needy children will continue and will increase in 1961 when the plant will begin operations. The Government proposes to make a loan of approximately IL1,000,000 to Tnuva toward the cost of building the plant. The

Government subsidies to producers and the subsidy to needy consumers, which together considerably decrease the price of milk, will help the output of the new plant to reach needy children and mothers. Since the amounts by which these subsidies will increase due to the operation of the plant in 1961 and later years are not known at this stage, the deposits to the joint fund made by both the Government and Tnuva, amounting to approximately the equivalent of US \$500,000, are taken as matching.

Beneficiaries and consumer subsidies

The school milk project now includes 75,000 children ^{2/3}: 20,000 receiving fresh whole milk and 55,000 receiving reconstituted powdered whole milk. Sugar and cocoa are added to both types. The Government is endeavouring to increase the fresh whole milk distribution to an additional 10,000 children in 1960. The school lunch programme now provides lunches to 120,000 children. The subsidies in both programmes may run from 25 to 100 per cent depending upon the economic status of the family. The Government agrees that these subsidies will continue over a ten year period.

Programme accomplishments

UNICEF assistance to Israel has largely been limited to the milk conservation programme and the assistance to date has primarily been in the provision of bottling equipment for existing milk plants. The exception to this was provision of a small sterilization unit at Kfar Shmaryahu. The objective of the Government has been to increase production both in quantity and quality, to provide reasonably priced milk and to protect the consumer by heat treating and bottling milk in so

There are an estimated 715,000 children in Israel under fifteen years of age.

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as has been possible. There has been a need for consumer education as well, since a high proportion of immigrants have come from countries where milk was not in the diet. The following table indicates the degree of success in terms of protection of the consumer by heat treating and bottling:

	<u>Distribution in bottles</u>	<u>Distribution in cans</u>
1950	5.6 million litres	59.3 million litres
1956	37.0 " "	41.1 " "
1957	44.5 " "	31.3 " "
1958 (January -October only)	66.2 " "	14.0 " "

During this period total milk production rose from 64.9 million litres to 143.3 million litres annually. Per capita consumption of liquid milk, however, is still low, being approximately one-third of generally accepted standards, and indicating that consumer education must continue. The Government reports that approximately 7 per cent of the present milk production goes to children.

At present there is a Government subsidy paid to the producer of 80 prutot a litre. This results in a consumer price of 360 prutot per litre (equivalent to U \$0.20). Various subsidies to needy consumers totalling approximately 1,000,000 per year do much to offset the general effect of this price. Factors such as the increasing efficiency of this as yet young industry, plus the impact of expenditures from the joint fund toward more efficient handling of the raw milk will also tend to reduce the price in future.

FA /UNICEF evaluation

7. In its assessment of the UNICEF assistance to milk conservation in Israel the FA /UNICEF evaluation team reported in part:

"Thus a substantial portion of all Israel's children now get free or cheap milk daily and, even without UNICEF aid, a feeding programme for children including some milk, would undoubtedly have been carried out. UNICEF help has permitted an increased output of safe, bottled milk, has had a marked effect on increasing milk production and has enabled more milk to go into the feeding of children."

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Among the team's recommendations were the improvement of bottled milk supply in the Jerusalem area and the strengthening of the newly formed National Dairy Institute at Rehovoth, both of which are included in this document.

Plan of action

The present Jerusalem dairy, built in 1933, is now considered obsolete. It was constructed for a capacity of 12,000/15,000 litres per day whereas the present demand approximates 65,000 litres per day. A new plant, of approximately this capacity, would be constructed outside the city and all useable equipment would be transferred from the old plant. The Government has further agreed that Israel will now fabricate much of the new requirements and wherever this is possible is requesting only the raw materials and special fittings from UNICEF. Thus the allocation is held to the minimum. The Government reports that there are 70,000 children under the age of fourteen years in this area.

The refrigeration equipment requested for the pasteurizing plant in Tel Aviv is to replace partially equipment originally provided under the UNICEF allocation of 1952 and which has been found to be not fully satisfactory.

The fellowships requested are: a) for a senior officer of the National Dairy Institute to obtain experience in the administration of training courses which are being established for several types of dairy employees; and b) for the training of a senior official of the sterilizing plant at Kfar Shmaryahu in this type of processing of milk.

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UNICEF commitments

UNICEF would provide the following assistance:

	<u>US\$</u>
a) <u>For the Tnuva Dairy, Jerusalem (para.8)</u>	186,500
Equipment and materials for one pasteurizing unit, one homogenizer, two bottle-washing and filling lines, eleven tanks of various sizes, two boilers and the milk container of a road tanker	
b) <u>For the Tnuva Dairy, Tel Aviv (para.9)</u>	10,000
Replacement refrigeration equipment	
c) <u>Contingency</u>	30,500
Total equipment	<u>227,000</u>
d) <u>Fellowships</u>	4,000
i) <u>For the Tenne-Noga Dairy, Kfar Shmaryahu (para.10)</u>	
One six months' fellowship in the techniques of sterilizing milk	2,000
ii) <u>For the newly established National Dairy Institute (para.10)</u>	
One six months' fellowship for a senior officer to study dairy training school administration	2,000
e) <u>Freight on equipment</u>	23,000
Total recommended allocation	<u>254,000</u>

FAO approval

FAO has given technical approval to this project.

Government commitments and matching

See paragraphs 2 and 3 above.

END