

Museum of English Rural Life

**SR MMB
PH6**

Films
1950-1989

**SR MMB
PH6/1**

Selling Milk
Undated [1950-1959]
Training film about milk salesmanship for milkmen.
Milk float and milkman; modern clean efficient milkman.; seal of quality on van
Milk arriving in churns to be tested
Bottling rooms at plant; milkman arrives at work, gets kit together; loads van.
Appeal to get new customers; also shows example of bad practices. "Daily Dozen" campaign being pushed
Diagrams of the constituents of milk. Six tips on getting new customers; importance of making a good impression.
Cows in field; hygiene care on the farm; cleaning equipment and sterilising.
Milk testing for tuberculin; milk samples tested; pasteurisation
Milk bottle washing and filling
Milk in classrooms
Commissioner: Midland Counties Dairy Ltd.
Director: Juggins, Harold
Producer: Birmingham Commercial Films Ltd
Film Company: Birmingham Commercial Films Ltd
Further credits: May, John (actor)
Approx Length: 00:25:00

**SR MMB
PH6/2**

Central testing
Undated [1980-1989]
How MMB tests milk in its testing centres across England and Wales.
Soundtrack music (1980s pop)
Bar-coding - electronic machinery; testing milk.
More than half of UK milk used for dairy products - using highest quality milk.
Modern milking parlour. Decision to move to central testing in 1979 with EEC funding.
Bulk storage - sample taken from farm. Barcodes for each farm.
Six testing centres in England and Wales: samples taken to the lab for two lots of tests - for composition and hygiene.
Commissioner: Milk Marketing Board
Approx Length: 00:15:00

Museum of English Rural Life

**SR MMB
PH6/3**

Planned Breeding with Estrumate
Undated [1970-1979]
Information film about using Estrumate and artificial insemination (AI).
Shots of landscape, cows in fields; dairy farm - milking parlour.
Shots of abattoir.
Importance of planned breeding programme. Dairy cow calves, milk costs are high and feed costs are low.
Scientific diagrams about cow reproduction.
Milk Marketing Board Cattle Breeding Centre : explains when cows are likely to get pregnant; lots of cows and one bull.
Calf weight higher for AI calves than with calves sired by the farm bull.
Plenty of shots of cows undergoing artificial insemination.
Commissioner: ICI Pharmaceutical Division in association with Milk Marketing Board
Director: Woof, Harry
Film Company: Millbank Films Ltd
Further credits: Woof, Harry (writer)
Approx Length: 00:18:00

**SR MMB
PH6/4**

The Second Fifty Years
1983
Historical look at the Milk Marketing Board, includes World War II and rationing; how the MMB has developed from the 1930s and the work it does now (1980s)
Historical look at the Milk Marketing Board; City scenes of the depression of the 1930s; old footage and photographs; 1933 Milk Marketing Board set up.
World War Two footage - butchers; rationing.
1950s - end of rationing; promotion of milk. 1960s - Beatles and Moon landing.
1970s - call for increased milk production
Present (1980s) - footage of cows in field; tanker in farm lanes.
Milk delivery / supermarket / milk floats general shots
Interviews with people: milk producer (includes old family picture); Sir Steven Roberts, chairman of MMB; operations guy at MMB; computer centre at MMB; bottling plant.
Lots of figures in milk production and consumption
Old 1950s milk adverts
1980s ad - 'Gotta Lotta Bottle'
Manufacturing capacity from 1934.

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Dairy Crest - owns substantial interested - collect from farmers and makes dairy products.

Milking parlour

Butter packing; butter in supermarket

Cheese-making

cheese in supermarket

Lymeswold - new cheese

packing and shipping

Old supermarket fascias

Testing lab - computers etc.

AI and yield

Range of products

Mixed interviews and shots

Commissioner: Milk Marketing Board

Director: Birkenshaw, Alan; Smith, Rod

Producer: Infomark

Film Company: Infomark

Approx Length: 00:23:00

SR MMB PH6/5

Warren Farm: a stake in the future

Undated [1980-1989]

Beef cattle progeny test centre, owned by Milk Marketing Board.

Shows how pedigree bulls are bred and tested.

Beef cattle in field

Beef bull progeny test centre - fattening unit, farm owned by MMB, built 1967 - modern purpose-built buildings.

AI techniques - freezing semen etc.

Cows and statistics (comparable to 18th / 19th century animal portraits.

How bulls are selected to breed

How to extract semen from a bull

Cows in field - weighing calves; calves in stalls - fed with milk substitute.

Farm shots - fields, calves; weighing larger calves.

Loading up for market

Meat hanging and fat quality.

Supermarket shots

Calf at market.

Large bulls

Commissioner: Milk Marketing Board

Film Company: Turners Film Production

Approx Length: 00:17:00

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**SR MMB
PH6/6**

Your security
Undated [1980-1989]
Milk Marketing Board film about pension rights and MMB Pension Fund.
Pension rights and what makes family security. Graphics used to demonstrate about MMB pension fund; with narrator voice-over. Sequence from still photographs showing a typical farming family. Comedy sequence with actor playing a number of roles to demonstrate how different people are affected.
Commissioner: Milk Marketing Board
Approx Length: 00:14:00

**SR MMB
PH6/7**

Name the Day
1976
Film on how artificial insemination (AI) can help in the in business scheduling as can control when calves are born. Planned breeding and its benefits.
live action with soundtrack.
Cows in field, with range rover (or land rover??); dog herding cows; Friesians in dairy.
Voice over about business scheduling, and calving down on system. How to detect if a cow is on heat.
The MMB Cattle Breeding Station and AI - injecting cow with Estrumate to bring on heat.
Shots of cows in field
Calves in field and shed
cattle market (autumn sales);
supplementary feeding as part of planned breeding
benefits of planned breeding
new-born calf being washed down (00:11:24)
lots of shots of cows in fields; cows in sheds
Cow being given AI by vet
End and to credits
Commissioner: For ICI Pharmaceutical Division in association with Milk Marketing Board
Director: Woof, Harry
Producer: Gordon Beg
Film Company: Millbank Films Ltd.
Further credits: Grimwood, Peter (photography)
Woodward, Peter (Photography)
Morrison, Allan (editor)
Woof, Harry (writer)
Approx Length: 00:20:00

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**SR MMB
PH6/8**

Friesians of the Future

Undated [1970-1979]

The use of artificial insemination (AI) for Friesian herds, based around a breeding program at Chippenham.

Open to shots inside a milking parlour; male voice-over about output of Friesian cows and dairy farms;

Shots of cows in fields, and on way to milking parlour. Yields based on cow quality and selection. Shot of fine example of type of cow - shape of udder, teat placement. Selection of breed for yield.

Progeny tested AI bull - important in high-yield breeding.

MMB AI service for Friesians, at Chippenham.

-bull calf with good pedigree; tested for health and pedigree; brought to MMB rearing farm.

140 calves p.a. at Chippenham, Friesians only

bulls in exercise yard going round in circles - assessment of bulls for AI breeding programme.

collecting and processing semen (enough semen for 330 calves); semen into straws then frozen in liquid nitrogen.

Inseminating a cow.

Bulls infield during lay-off.

Progeny testing scheme - pedigree herds kept around the country as part of the test program.

Measure each cows milk production and compare by parentage.

"Contract mating" - using computers to find potential bull-mothers for programme.

Commissioner: Milk Marketing Board of England and Wales

Producer: Grant, John

Film Company: Turner Film Productions

Further credits: Brock, Peter (photography)

Arnott, Tom (consultant)

Kendall, Kenneth (narrator)

Approx Length: 00:19:00

**SR MMB
PH6/9**

The Milk Year

1977

The story of a year in dairy farming; general information about milk production and distribution in the UK.

Milk float on round. Male voice-over narration. Milk as important food in the UK. One of a few countries with doorstep delivery.

Breeding and calving programme - calving date; calf suckling off mothers milk.

Dairy farming began when cows were bred to give more milk than the calf needed.

Feeding calf off milk substitute to allow exploitation of the cows milk yield.

Shots of cows in field

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Dairy show (at Stoneleigh??)

Different breeds of dairy cows; more than 80% are Friesians.

Rotating milking parlour; mechanising and automating the process; close-up of attaching udders to milker.

365 days - optimum interval between calving - AI given 70 to 80 days after calving;

milk yield affected by climate

Milk storage on farm in refrigerated tank; big milk truck; In UK, largest market (60%) is liquid milk, and 40% used to make milk products.

Shots of cows in field.

Loading from one lorry to another

MMB milk movements department - control distribution of milk across country. Use about 3000 vehicles, mainly insulated bulk tankers.

Sample taken from truck and tested at lab on arrival, e.g. for bacterial activity, fat/solids content.

Once tested, the milk is pumped into silo, then pasteurised.

Shots of metal pasteurisation machine.

Filling bottles (music soundtrack)

crating bottles

Peak months of May and June, through to November/December

Milk farmer needs to conserve grass for winter (making hay or silage)

Cheese making in large factory; mechanisation of middle and end processes, using 'cheddar tower' to get right acidity. Curd then milled, salted, then conveyed to pressing - put into hoops then pressed overnight. Then matured in ripening store and tested for flavour.

Winter: bare trees and empty fields. Cows moved indoors to feed; look at feed systems, e.g. silage feeding. Dairy herds housed throughout winter in cubicles; twice a day cows are milked (morning and later afternoon)

testing lab - mechanical and electronic sciences. Nutrition chemist, bacteriologist.

Eighty days before calving, fed differently to build up strength, and separated from milkers.

Cow and new-born calf.

New milk cycle begins.

3.25 million dairy cows in Britain (75,000 herds in UK)

Commissioner: National Dairy Council

Film Company: Turner Film Productions

Approx Length: 00:20:00

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**SR MMB
PH6/10**

Nature's miracle
Undated [1980-1989]
Production of butter. How the grass gets turned into milk, cows being milked; methods of making butter.
Sun in sky, sprinters on blocks; sports shots edited together.
Energy from the sun
Field full of grass; and cows... convert energy stored in the grass into edible source. Dairy products.
Family breakfast scene - tea, cereal, glass of milk. Butter as a source of energy and nutrients.
hay-making for winter; cutting rye grass; chewing the cud as part of the process - regurgitating cud into mouth to chew over.
bottling factory
Rotating milking parlour : one man can milk 200 cows in 2 hours
Pumping milk to bulk tanker; taken to creamery. Computer control room; weighing load; milk to holding tanks
Old-fashioned milking methods; using a centrifuge (19th/early 20th century invention) separates cream from milk. Cream carried to butter churn - wheel-driven churn., Butter removed from churn and hand-worked.
Hand-churning butter
Mix to modern metal churn. Interior of factory, shows modern centrifuge. Continuous butter maker - feeds out ribbon of butter.
Testing by taste and smell. Chemical analysis of salt content and water content. Packing machines
Unloading containers of imported butter.
End credits
Commissioner: Butter Information Council
Director: Smith, Rod
Producer: Infomark UK
Film Company: Fleet Street Films
Further credits: Smith, Rod (writer)
Approx Length: 00:16:00

**SR MMB
PH6/11**

Nothing to eat but food
Undated [1960-1969]
Information film about the right diet for children and young people; information on nutrients and vitamins; importance of milk to the diet.
Opening scene of market place; fruit and vegetable stalls, butchers etc. Young people's eating habits
Animation sequence on nutrients; food groups providing essential nutrients.
Live action of teenagers intercut with animation, includes shots in zoo : dieting in young people; skipping meals; not eating enough protein; vegetarian (slightly warned against); milk as the most important food.

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How to get vitamins from food; vitamins and deficiencies; weight gain - eating vs. activity levels; food stored as fat, especially if eating too much carbohydrates.

Shows variety of trays of food with comments and criticism.

Promotes a low carbohydrate diet with a balance of protein, calcium, fats and fruit/vegetables.

Commissioner: A Unilever Film

Producer: Holdsworth, Gerard

Further credits: Francis, Mary (writer)

Les Cineastes Associates (animation)

Genn, Leo (narrator)

Yudkin, John (advisor)

SR MMB PH6/12

Art of English Cheese Making, The

Undated [1950-1965]

The process of making cheese.

Starts with shot of hands in curds; stirring whey; cutting curds; testing and tasting cheese.

Cows in field - dairy cattle

Truck arriving on farm, laden with churns (milk collection).

Milk tested by sniffing, then tested for freshness in (fairly primitive) lab.

Inoculating milk. Introducing a starter to milk.

Cleaning out cheese vats

Piping milk in to vats. Adding rennet when at right acidity. Left to set for 30 minutes to an hour.

Then cut by rotating blades. Separates the curds from the whey.

Heat applied, curd sets, then released into cooler.

Curds raked onto the sides, so whey can flow away. Curds settle so can be cut into blocks and turned to allow whey to run off.

Acidity checking all the way through the process.

Milling - curd cut into chips and salt added. Then put into moulds. Whey squeezed out; then moulds put onto presses to squeeze cheese to a firm even texture.

Dried out and turned. Then sealed in liquid wax to mature. Cool fresh air circulated among cheeses.

Then graded - assesses colour, appearance, texture, body, aroma and maturity.

Making Cheshire cheese : curds broken up after whey removed.

Derby cheese - less acidic; Sage Derby; Wensleydale.

Cut into rectangles and sealed in wax paper; vacuum packing; cutting into small portions and sealed

Cheese in shops.

Whey - and its uses. Contains lactose and some minerals. Goes through strainer (used in confectionary manufacture). Whey is mainly water, condensed then dried to a powder.

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Cottage cheese - made from skimmed milk and not pressed
Churns arriving at creamery
Commissioner: Express Dairy Council
Director: Ingrams, Jonathan
Producer: Public Relations Department, Express Dairy
Company
Film Company: A Furlong Film
Further credits: Hughes, B. J. (editor)
Approx Length: 00:18:00

**SR MMB
PH6/13**

Champion Cheese
Undated [1970-1979]
Cheese-making from small dairies to large creameries. Includes
footage of old-fashioned cheesemaking equipment.
Cheddar cheese testing and tasting
Food and cheese show at Frome, Somerset
vox pops of visitors to show
Old pictures of farmhouse cheese and old-fashioned equipment
Scenes of valley of Frome;
milking parlour - traditional farmhouse cheese;
shots of dairy - milk in vat; adding rennet; and cut and release
whey.
Whey drained off, then "cheddaring" - turning and piling of curd;
then milled, salted, curds added to hoop, then pressed. Then
dressed with cheesecloth
Cheeses taken to cheese store and turned on wooden shelves.
Factories known as creameries. Pictures of first creamery.
Graphic shows maps of creameries making cheese.
Bulk tanker collecting and delivering at creamery; samples at lab
(with computers); milk held in silos. Starter cultures;
pasteurisation.
Shot of size of cheese vats - same process but larger scale;
vacuum-packing blocks and packing into wooden crates' huge
cheese store; testing and grading cheese; the Cheesemark.
De-slatting cheeses and cut into portions, 200g laid in pouches.
Supermarket scene; vox pops of shoppers, saying positive
things about cheddar.
Back to old dairying equipment. Voice-over on how scientific
development has allowed cheese-making on a larger scale
Commissioner: English Country Cheese Council
Film Company: Turner Film and Video Productions
Approx Length: 00:18:00

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**SR MMB
PH6/14**

The Magic of Milk
Undated [1980-1989]
Promotion of milk as a healthy food:
nutrition and food groups;
different range of milk products available;
milk advertising;
milk in cooking.
Colour sequence: Milk pouring into vat, intercut with sports
scenes including runner and diver. Cuts to children asking
questions;
Milk and versatility: different uses of cheese, cream and milk
products.
Unigate milk van doing home delivery.
Milk Marketing Board computer room controlling distribution.
Shots of Fresian cows in field.
Shot of women doing aerobics then drinking milk.
Nutrients and properties of milk.
Supermarket.
Food groups: dairy, protein, vegetables/fruit, fats/oils,
bread/cereals
Balanced diet
Types of milk available. Home-made milk drinks; cocktails.
Sports people
Ad campaigns : "Nice cold ice cold milk" in canteens; shaking
cream to make butter
Making butter at a creamery; whipped cream in cakes
Shots of cheese creamery - short montage of cheese-making.
Lymeswold - newly invented soft blue cheese made in Somerset
Lab testing milk from all farms; British milk as best in the world.
Calories comparison to other foods
Cooking with milk e.g. white sauces, soufflé, quiche, desserts.
Shot of cow, milk, trucks, bottles etc. intercut with pouring a
glass of milk.
Commissioner: Milk Marketing Board
Director: Birkinshaw, Alan
Producer: Infomark
Film Company: Infomark
Approx Length: 00:16:00

**SR MMB
PH6/15**

Cow care
Undated [1960-1975]
Methods of modern dairy cow farming:
using good modern business practices and herd management.
Mechanisation, artificial insemination, diet of herd, health and
disease.
Film footage treated to make it look dated - sepia affect with
lines.

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Milk maid dressed in 'romantic' idea of milkmaids costume;
soundtrack of traditional English song.
Shots of dairy farm, cleaning down clothes ready in dairy milking parlour; automated milking parlour. Industry methods - adopting business practice.
History of cattle; yield increased and labour reduced. From 1936 (?) half the amount of farmers are producing double the yield.
Shot of farmer in field.
Keeping records of all cows and calving. AI information. Judging cattle and bulls.
Farming practice, e.g. grassland management; how to improve profitability.
Milk in healthy diet - protein content of milk. Mastitis and antibiotics; teat-dipping. Moves to rid UK of brucellosis.
Commissioner: Milk Marketing Board for Midlands Bank Group
Director: Young, Robert
Producer: Charles Barker Films
Further credits: Young, Robert (writer)
Booth, Connie (actress)
Approx Length: 00:20:00

SR MMB PH6/17

Magnificent 9
Undated [1970-1979]
Promotion of the nine traditional cheeses of England and Wales.
Film on the nine cheeses of England and Wales - has section on each one: Sunrise over fields; shots of cheese-making; stirring curds and whey; Milling, salting, cheddaring, pressing.
How cheese has different flavours. English cheddar and cider; and Cheshire.
Cows milk, rennet and salt.
Different methods of cutting. Pressing and maturing.
Local creamery - experts at cheese-making - uses same process as farmhouse cheese.
Cheese store. Tasting cheese.
Cheddar; apple pressing in Somerset, the home of Cheddar
Brief shot of thatcher at work.
Caerphilly cheese - scenes of countryside and mines; cup of tea
Gloucester cheese
Shots of blacksmith
Cheshire - one of oldest English cheese; landscape of Cheshire; canal boats and churns on lorry
Lancashire - cheese-maker on farm; inside old traditional farmhouse store;
Wensleydale - Yorkshire dales; WWII rationing almost killed off Wensleydale cheese. Kept alive by one man.
Derbyshire - rich dairy county
Leicester - Welsh rarebit

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Stilton - the King of Cheeses, served with port.
Nearly 2000 years of cheese-making in Britain (??)
Commissioner: English Country Cheese Council
Director: Sims, Peter
Producer: Bradford, Peter
Film Company: A Worldwide Production
Approx Length: 00:13:00

SR MMB PH6/18

Cream: a rich inheritance
Undated [1960-1969]
Promotion of cream: showing modern creamery; different types of cream available, selection of recipes by celebrities.
Prince Philip speaking about his love of cream (at the opening of the 1965 Dairy Festival in London);
old paintings of cattle; meadow scenes of grazing cattle; as part of our heritage, e.g. Ayrshires and shorthorns being famous the world over. Guernseys - expert for cream
Inside modern automated milking parlour; churns rolled out to be picked up by a van;
Cream rises to the top and can be skimmed off.
Modern creameries - centrifuge separates cream from skimmed milk; then pasteurised. Cream taken to holding vats where kept cool.
Bottling of cream and cartons. Foil lids.
Different types of cream, e.g. single pouring cream; double cream; cream teas and scones;
clotted cream (Devon and Cornwall) - milk carried to farmhouse, where allowed to settle; then warmed and crust of cream solidifies on the surface; then cooled and cream is skimmed off the top of the milk; sold in famous shops; keeps well and can be sold by mail order. Huge demand for clotted cream means it is now mass-produced.
Long life cream - heated in sealed jars
Sterilised cream in cans
New process of heat-treating (UHT)
Mary Meredith (Woman and Home) - cooking with cream (e.g. tripe and onions)
George Villiers cooking - adding cream to mashed potatoes; cream spinach
Scandinavian experts in cream cookery, especially in sauces.
Recipe for gravy by blending roasting pan juices with redcurrant jelly, then butter, salt and pepper, then stir in cream and pour over joint.
Marjorie Proops - in kitchen (with cigarette lit); talks about using simple ingredients as a busy housewife.
Richard Todd - makes Irish coffee
Real Dairy Cream symbol

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End credits

Commissioner: National Dairy Council

Director: Ingrams, Jonathan

Producer: W. S. Crawford Ltd.

Approx Length: 00:23:00

**SR MMB
PH6/19A**

This is Your Council
1965

News from the Milk Marketing Board, including the Queen's visit to the Royal Dairy Show; the work on the MMB through the year, e.g. advertising education work.

Queen's visit to 1964 Royal Dairy Show (news style footage); runs through Council's activities for 1965. Looks at research, advertising, public relations, health education, information service, English cheese promotion.

Short extract from PR film 'All Being Well'

health education programme for specialists and the general public; production of leaflets, videos and information pack; use of commercials and slogans on the value of milk.

Commissioner: National Dairy Council

Producer: W. S. Crawford Ltd.

Approx Length: 00:22:00

**SR MMB
PH6/19B**

This is Your Council
1966

The work of the Milk Marketing Board through the year: promotion of cheese and milk; education work; Dairy Festival; and other promotional activities.

Shots of Prince Philip at the dairy festival; increases in sale of liquid milk.

Milk advertising. Research-based advertising programme.

Emphasis this year on women and beauty.

Milk as a thirst quencher.

Radio advertising

TV campaign, aimed at the housewife 'extra pinta'

Preview of new TV advert "The Dream"

Cheese promotion campaign - bought for whole family; ads in women's magazines. "Choose English cheese" - knowledge and usage of various varieties; true quality of English cheeses.

Poster for nine cheeses

TV advertising

B&w English cheese advert

Cheese in pubs - the ploughman's lunch; cheese bars

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International promotion - working with other companies in other countries; shots of lots of publicity material from around the world

Milk in Secondary Schools - education programme. Science experiments with milk. Domestic science involvement - cookery demonstrations for classes; adverts aimed at teenage girls about diet and exercise.

Clip from public health film

(careers advisory, "Opportunities in the Dairy Industry")

Dairy festival - whole speech from Philip opening the 1965 exhibition; talking about milk, cream and cheese

Theme of milk and sport;

footage of festival and festival centres all around the country.

The Tour of Britain Milk Race

Crowning of Dairy Queen

Cream advertising - "Cream makes simple things super" - based on market analysis.

B&w advert

Press adverts in 'upper class' publications; posters on hoardings

Other activities, e.g. 'Dairy Mirror' publication; research; leaflets; conferences; recipe promotions;

Celebrity endorsements: Bruce Forsyth, Ken Dodd, Mary Rand

Commissioner: National Dairy Council

Producer: W. S. Crawford Ltd.

Approx Length: 00:22:00

SR MMB PH6/20

Milk for the Nation

1965

Milk hygiene and safety: History of milk hygiene; involvement of the Milk Marketing Board; modern equipment and hygiene standards.

National Dairy Council -

voiceover about nutritional value of milk, over images of: baby suckling; children drinking milk at school; sports - swimming.

Miners drinking milk

Lab scene - making sure milk is safe. "Campaign for Clean Milk" - and what it has achieved.

Stills of 19th century art showing old engravings of milk/cow sheds; utensils not cleaned etc.

Inspector of Nuisances.

Railways - 1858; opened London milk shop; brought in supplies by train.

City herds wiped out by cattle plague. By end of 19th century, wholesale dairies set up. Little knowledge about the care of milk 1912 - Dr. Stenhouse Williams, National Institute for Research in Dairying, Reading - photos of Reading lab; bacteriologist who

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worked in slums and saw deficiency diseases that milk could overcome.

Risks of bovine tuberculosis

Milking methods causing problems with bacteria - encouraged different clothing and hygiene standards.

Wilfred Buckley, Clean Milk Society - introduction of grading system; tested for tuberculin.

Milk bottled; pasteurisation recognised.

1920 - publicity council raising level of milk consumption

Different pictures used to promote milk

1933 - Milk Marketing Board - supply organised from farm to dairy;

1934 - National herd inoculated for TB

Colour footage of cows in a field

Milking in dairy - hygiene standards and modern equipment; inspections of farming and hygiene practices

Sampling and labs

Graphic showing how milk is pasteurised (?)

Bottling plant. Bottles cleaned; sterilised milk, heated in sealed bottle Non-returnable containers

National Institute for Research in Dairying, Reading (N.I.R.D)

Commissioner: National Dairy Council

Director: Ingrams, Jonathan

Producer: W. S. Crawford Ltd.

Approx Length: 00:23:00

**SR MMB
PH6/21**

Milk advertising

1964

Run through of Milk Marketing Board adverts and campaigns for 1965

Male actor to camera.

Milk advertising budget 1965 £1.7million

Supermarket shots; 'Drink a Pint a Milka day'

Use of advertising and marketing

Advertising - vox pops and research gathered across population, then rough analysis, e.g. for the housewife; 83% of milk consumed at home, 12% at work and 5% at leisure.

Concentrating on 16-24 age group

Breakdown of budget and summary of advertising campaigns

B&w advert - shows whole advert. "The extra pint is well worth the extra"; milk as value for money.

next milk advert : taking milk out with you for leisure

Women's magazine adverts and features

Poster campaign

Youth market - Radio Luxembourg - footage of teenagers

dancing; band playing and people dancing (same footage used

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in TR MMB PH6/20); "Friday Spectacular" carrying milk message

Commissioner: Milk Marketing Board

Approx Length: 00:10:00

SR MMB PH6/22

Million pounds a day

Undated [1960-1969]

History of milk production - the development of dairy farming into a million pound a day industry.

History of milk business:

Establishing shot of cow grazing in field.

Richard Todd, straight to camera, captioned as 'actor and farmer'; Dairy farming as a million pound a day industry

Engravings and images from 1800. Non-machine. Milk yields small and unclean. Very little fresh milk available.

1793 - Arthur Young, Board of Agriculture

1838 - English Agricultural Society; held show at Oxford.

Thomas bates took cattle to show on foot (took 5 days), and on boat to London (7 days), then barge to Aylesbury (2 days walk).

Large show ground, banquet. Thomas Bates won first prize (painting in hall of R.A.S.)

Cows often walked to town to be milked

Windsor - model dairy built by Prince Albert

Railways - brought cows into cities

1865 - cattle plague in London

Trains took milk to London

Steam ships; off-loading cheap imported products;

Scientific processes of pasteurisation delayed souring. Milking machines in use 1900.

Old milking machines

1912 - Research Institute as part of Reading University - practical suggestions on hygiene for healthy milk and cows.

Rail tankers since 1927

Farms still very small.

1933 - MMB set up to help farmers sell their milk

MMB offices

Types of cattle

Cattle breeding centres

20% of milk into dairy products

80% of milk sold as liquid milk

Labs, bulk tanks, bottles etc. How all kept clean. Doorstep delivery; vending machines.

Modern creamery; e.g. condensed milk

Butter creameries - large modern churns. Huge roll of butter.

Buttermilk powder sold as livestock feed. Powdered milk.

Cheese creameries - cheddar cheese making. Interview with cheese taster.

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National Institute for Research in Dairying at Shinfield. Interview with Professor Basket (??) at NIRD.

Commissioner: National Milk Publicity Council

Director: Graham, Sean

Producer: Bradford, Peter

Film Company: A Worldwide Film

Further credits: Todd, Richard (actor)

Stevens, Arthur (editor)

Approx Length: 00:15:00

SR MMB PH6/23

Testing beef bulls for AI

Undated [1970-1979]

The beef breeding programme at Warren Farm: selecting calves and rearing them; meat distribution on carcass; selective breeding to improve lean content.

Artificial Insemination (AI) and home beef production (jumps a bit at beginning)

Testing beef bulls to become AI candidates.

Warren Farm bought by board for beef testing centre.

Buying calves with identified parentage and fattened. Built new buildings May

1967 for cattle handling and testing. Nurseries for calves; and calf isolation unit.

Buying calves for testing.

Calf arriving at centre - checked for health; shots of centre in action - feeding calves in units; intensive summer grazing.

Calves slaughtered at standard weight of 150lbs.

Different test conditions, e.g. food composition and consumption.

Meat measured for fat/meat composition; all elements of carcass measured.

Composition of carcass calculated. Lots of shots of meat, fat and bones labeled as coming from particular cuts of calf.

Selective breeding to improve lean content.

Commissioner: Milk Marketing Board

Approx Length: 00:14:00

SR MMB PH6/24

Jim's Milk

Undated [1960-1969]

Comedy film aimed at farmers to promote the adoption of Milk Marketing Board standards and promoting the advisory services available to dairy farmers.

Establishing shot of fields and fresian cows grazing.

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Jimmy Edwards (in set) talking straight to camera; 'comedy' film about being a farmer

Importance of seeking advice from experts; how to acquire sound costings; how to cut down bills e.g. food, transport.

Advertising expert; selling of cheese and cream to different markets.

All things are done by the MMB - one organisation for every milk producer Montage of bottling plant and bulk tanker making journey. Passing different locations e.g. Stonehenge, Severn Bridge 00:32:26

Commissioner: Milk Marketing Board

Director: Parker, Robert

Film Company: The Short Films Company for Rank Organisation

Further credits: Edwards, Jimmy (actor)

Approx Length: 00:20:00

SR MMB PH6/25

Milk is big business

Undated [1950-1959]

Modern business practices in dairy farming:

borrowing money for investment;

keeping accounts/records;

the services of the MMB e.g. AI and milk distribution; general structure of the MMB and how farmer is involved at regional level.

The work of the MMB:

Dramatised scene of farmer wanting a loan to improve his farm.

At home, working on figures. Talking to old father about milking in his day. Complaining about the price of milk fluctuating.

Aerial view of farm - voice-over comparing older generation of farmers to younger generation.

Dairy farmers headquarters at Thames Ditton making a difference as controls buying and selling of milk.

Board at MMB - what does it do, and who is it made up of?

MMB set up in 1933 by farmers to represent their interests.

Index card system for dairy farmers. Top industries in country includes the dairy industry.

Move to mechanical punch cards and then onto (rudimentary) computer.

Rows of women punching in figures and working with punch cards; printing cheques.

Old-fashioned hand-milking parlour. Measures each churn of milk by hand; makes record on paper for each cow. Woman checking records on microfiche. Also collects and delivers milk from farm to farm and takes to depots in England and Wales.

Transport charge per gallon is the same - lots of smaller contractors employed in distribution chain, worked out on strict

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economic basis, e.g. 1.25p per gallon collected by the contractor.

MMB also source of artificial insemination (AI), e.g. cattle breeding centre. Seen as an urgent service.

Churns delivered to depot/creamery. Weighing delivered milk to allow accurate payment. Bulk tanker leaving creamery. Transfer of milk to dairies and the Co-op (CWS), e.g. Express Dairies.

Sales exceeding 50 million bottles a day

Bottling plant (slower than more modern shots of bottling plants in other films)

MMB office of distribution (old-fashioned, gents sitting round phones)

Creamery has to supply liquid market first, milk products are less profitable than liquid milk.

Revived interest in making local cheese; home-made butter only made at height of summer season, but still not very profitable.

Regional committees of MMB. Regional meetings report to central board. Back to Welsh farm and the churns being delivered.

Commissioner: Milk Marketing Board of England and Wales

Director: Rowdon, John

Producer: Carr, James

Film Company: A Worldwide Picture; W. S. Crawford Ltd.

Further credits: Rowdon, John (writer)

Approx Length: 00:30:00

SR MMB PH6/26

An extra pinta please

Undated [1960-1969]

Campaign film for milkmen, promoting salesmanship. Shows standard selling techniques, advertising and promotion.

Campaign film aimed at milkmen : man speaking straight to camera, addressing the milkman as a salesman. Autumn sales drive - includes competition prizes and incentives - the tope salesman can earn a Mini car.

Standard selling techniques - footage of milkman delivering milk; examples of advertising and promotional material available; e.g. recipe leaflets.

Importance of carrying hand-crate with you to door.

Runs through key points again

Producer: W. S. Crawford Ltd.

Approx Length: 00:09:00

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**SR MMB
PH6/27**

The Milkman
Undated [1970-1979]
Educational film aimed at general public/children on the day of a milkman. Milk from the dairy to the bottle and then to the doorstep,
Aimed at the general public/children - what does the milkman do. Shots of putting empty bottles out for the milkman; Unigate milk float. Story starts the day before at the dairy farm; footage of cows in a field. Farmer milks cows - herds into milking parlour
Hand-milking;
Electric milking machine. Tanker takes milk to the plant, plus churns on the back.
Churns unloaded next to tankers.
Pasteurisation; bottling factory; milkman at depot; gets into electric float. Loads up float with milk and other goods. Does round.
Then back to depot; unloads crate. Charges battery on float; counts takings.
Then back to the beginning of the cycle.
Commissioner: [Gateway Educational Films Ltd.]
Producer: Gateway Educational Films Ltd.
Approx Length: 00:09:00

**SR MMB
PH6/28**

Cream makes it special
Undated [1960-1969]
Instructional (and promotional) film for milkmen on how to sell more cream.
Promotional film for cream targeting the milkman:
Starts with close-up of alarm clock, 5.15am, getting up for work (accompanied by very chirpy music). Prizes on offer as part of the 'Cream Drive' campaign.
Promotional material, including badge, promotional literature, doorstep selling material (order forms and leaflets)
END
Commercial being made
TV commercial - advert containing a kitten (b/w)
Posters and magazine advertisements (1965 ads).
How to sell cream - facts on different types of cream; recipe leaflets.
Runs through the rules again.
Commissioner: Milk Marketing Board
Approx Length: 00:08:00

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**SR MMB
PH6/29**

1965 Advertising (Cheese and butter)

1965

Promotion of cheese and butter:

International campaigns, press adverts, advertising for cheese.

Film about campaigns for milk and butter (1965):

man speaking straight to camera; stats and adverts.

Butter Information Council established in 1954 when butter de-rationed. Member countries include New Zealand, Holland, UK, Sweden, Scandinavia. To protect butter interests over margarine.

Shows TV advert, "If you love 'em, butter them up", and page adverts in newspapers.

Cheese Bureau - collective promotion of cheese: MMBs, New Zealand, Australia, Canada - eating habits and cheese.

Cheese advertising "Cheese, please, Louise". TV ads run all year round; plus adverts in women's magazines.

Shows range of information leaflets the bureau produces.

Commissioner: Milk Marketing Board

Approx Length: 00:10:00

**SR MMB
PH6/30**

Review No. 12 - 26th Year

Undated [1970-1979]

Work of the MMB:

modern dairy; teaching children about milk in schools; doorstep delivery.

BBFC certificate

Titles and music; footage of busy industry; female voice-over "Morning, Milkman" caption credit

Cleopatra bathing in milk; male voice-over about ancient Egyptians keeping cows; milk in the ancient world.

Modern dairy: bulk transport/tankers; samples and testing; bottling

Children in classroom talking about cows and milk

Cows in field

Milking parlour

Children visiting farm

Doorstep delivery sequence

Commissioner: Milk Marketing Board

Approx Length: 00:10:00

**SR MMB
PH6/31**

Digestion and the food we eat

1970

Educational video on nutrition; the food groups; balanced diet; and how the digestive system works.

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Footage of animals in the wild eating prey; chickens; cows
Man - an omnivorous animal; shows plants, meat and animals;
essential foods our bodies need.

Old engraving of ships and sailors, lacking fresh fruit and
vegetables; eating times for vitamin C.

Proteins : for body building

Carbohydrates : for energy

Fats : energy source often stored as body fat Mineral and
vitamins

: a balanced diet

Animations of what the body needs and how weight is gained.

High nutritional values for foods, e.g. fish, meat, dairy and
vegetables.

X-ray film of eating food: food pushed into stomach and
digestive system; mouth and teeth

Animation of same process, also showing blood system

Film Company: Eothen Films

Approx Length: 01:09:00

**SR MMB
PH6/32**

Dairy Products No.1 : Cheddar Cheese

Undated [1950-1959]

Cheese-making, both small scale and large scale.

Cheese-making the old-fashioned way - large vat of cheese cut
and stirred by hand.

Male voice-over

Sieving by hand; lack of consistent quality.

Factory made cheese in 1000 gallon vats - daily output of 20
tonnes of cheese.

Churns arriving at factory; unloaded, inspected, tested then
pasteurised. Starter added; cheddared. Pressed into moulds;
weighed; turned; tasted Scientific level of development allows
consistent mass-production.

Commissioner: Wiltshire United Dairies Ltd.

Producer: Wallace Productions Ltd

Film Company: Wallace Productions Ltd.

Approx Length: 00:09:00

**SR MMB
PH6/33**

Milk Advertising

1965

Coast scene (colour) of the Channel Islands, Jersey and
Guernsey. General promotional film - shows tourist aspects of
the islands. Temperate climate allows for market gardening

Dairy farming; names of cattle; careful breeding and protection.

Bull tethered in field; high quality needed in a bull.

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Hand-milking in the field. Milk has high percentage of butterfat
Butter made in hand-churn; shows inside of churn
Cattle show: showing pedigree cattle; also at national shows as well; Royal Counties show best of all breeds.

Stately homes and dining rooms: wealthy landowners accustomed to best of everything; imported channel island cattle.

Cattle covered by coats; as kept outside in field with no shelter.

Milking parlour, filled bottles in own bottling area of parlour: "farm-bottled Guernsey milk"; or sent off to distant depots by tanker.

Depot

Lab

Bottling plant

Crated milk

Old vans leaving depot

Housewife in kitchen - making own butter and buttermilk; Also thick cream from channel islands.

Channel Island milk advertisement at end

**SR MMB
PH6/35**

Food for Freddy

1953

Nutrition advice for healthy children:

the importance of balanced diet from all the food groups.

Opening snow scene, children playing in the snow. Live action with music soundtrack and male narration.

Offers nutrition advice for healthy children, comparing Freddy, an energetic and smart child, with Jimmy, who is lethargic.

Classroom scene: children eating packed lunch in class room; narrator compares the food in various children's packed lunches.

Family scene - balanced diet at breakfast.

Supermarket scene: mother at store reading packets

School classroom: children doing experiment with rats being fed on two different diets. One set of rats on balanced diet, the other set on cookies and sweets.

Home scene - evening meal

Food groups for balanced diet : milk, fruit, vegetables, cereals and breads, meat and fish, eggs and cheese, vitamin D supplement. Runs through typical balanced diet.

Commissioner: Department of National Health and Welfare Nutrition Division, Canada

Producer: The National Film Board of Canada

Film Company: Crawley Films, Ottawa

Approx Length: 00:16:00

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**SR MMB
PH6/36**

Milk Marketing Board

Undated [1979]

The history of the Milk Marketing Board; and the services they provide, e.g. creameries, and advertising.

Shot of mountain in a rain storm; wet pavement. Music soundtrack.

Shots of plants and stills of people on the rain.

Grass fed to cows

Milk statistics (captions over still images)

Graphics: map of Britain; milk delivery stills; by-products; prices

Old stills and brass-band music: 1933 Depression - low prices for milk.

Dairy companies growing due to amalgamation; producers struggling.

Milk Marketing Scheme - gave producers statutory power to cooperate to sell milk, all producers had to join - gave a guaranteed market for milk and at an agreed price.

Establishment of 5 Milk Marketing Boards : 1 in Northern Ireland, 3 for Scotland and 1 for England and Wales (on regional basis)

Most British dairy herds are Friesian (80%). Statistics on producers, number of cows, production amounts.

Stills of offices, collection, doorstep delivery, factories.

Price for bottled liquid milk controlled, but manufactured products fetch lower price for milk.

Figures for 1978/1979. Testing, computer centre; factories and creameries; Bought up Unigate factories.

Services offered directly to farmers: technologies and support services e.g. AI

Advertising services : national campaigns; 1978/79 budget of £11 million on market development; sales division; publicity council.

Split-screen graphics

Commissioner: Milk Marketing Board

Producer: Milk Marketing Board

Film Company: Martak Southern

Approx Length: 00:19:00

**SR MMB
PH6/37**

Selling on the Milk Round

Undated [1970-1989]

Training film for milkmen to sell more on the milk round. Vox pops and interviews about milk rounds and buying milk from a milkman.

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Credits

Vox pops in street with milkman;
interview with woman, milkman.

(end?)

(beginning of new film?)

PINTAS - acronym used in sales pitch;
textual graphics.

Shots of milkman on round, with 'stream of thought' narration;

Tips for selling other goods on the doorstep.

P : Preparing to sell

I : Introducing the Product

N : Naming the benefits

T : Trying to close the sale

A : Answering Objections

S : Standing orders.

Plays through this twice.

Practice session - with blank parts for the milkman to rehearse
along with film.

Finding new customers.

Commissioner: The Dairy Industry Training for Education
Committee, jointly with the Food, Drink and Tobacco Industry
Training Board

Producer: Audio-Visuals Production (Carrington) Ltd

Approx Length: 00:21:00

SR MMB PH6/38

A matter of money

Undated [1960-1969]

Training film for milkmen on how to sell more milk on the milk
round.

Music soundtrack over credits.

Milk delivery from van; milkman speaking to camera.

Milkman as ambassador for the company; part of the business
of selling more milk.

Tips for selling more milk: Autosuggestion of offering an extra
pint to the housewife on the doorstep.

Using a positive approach

Using leaflets for promotion of milk

Handling complaints

Each scenario uses the same door set but opened by a different
housewife each time.

repeats over main points using graphics.

Commissioner: The National Milk Publicity Council Incorporated.

Director: Villiers, David

Producer: Film Producers Guild

Further credits: Villiers, David (writer)

Approx Length: 00:16:00

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SR MMB
PH6/39

Eating can be good for you

[1970s]

Information film about the nutritional value of dairy products

Close-ups of dairy food - cheese, cream, meat, prunes - then credits.

Supermarket scene with shoppers, woman's voice-over, music soundtrack.

Shows lots of types of food.

Farm animals being fed carefully

Animation of an overweight man

Lots of shots of eating and drinking

Choosing the right foods

Nutrition in the lab

Animation : bone, muscle, nerve cells - blood flow close-up in the body. Calories, protein etc. listed as vital nutrients, called the nutrition family.

Music and animation for nutrients (very hippy-sounding music used for 'protein').

Car crash caused by lack of protein.

Shows different types of protein and sources of nutrients/vitamins.

Aimed at the family - specifically a man wanting to lose weight.

Commissioner: National Dairy Council in assoc. with Danish

Dairy Marketing Board

Director: Paul, Michael

Further credits: Spectrum Films (animation)

Magica (animation producer)

Kohb, Jakob (animation)

Approx Length: 00:15:00