1918 — 2018: Reflecting on 100 Years of Dairy

It is amazing to see how much can change over the course of a century — and how some things stay the same. Statements from the earliest days of our organization about the importance of nutrition, cow care, food safety, labor and market conditions are as true now as they were then. Take a trip back in time to some key mileposts along the road to where we are today.

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1918</td>
<td>Oregon Legislature consolidates 13 boards, bureaus and commissions to create the Oregon Department of Agriculture.</td>
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<td>1919</td>
<td>First farm bulk tanks for milk began to replace milk cans.**</td>
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<td>1931</td>
<td>Oregon Dairy Council to advance the benefits of dairy nutrition.*</td>
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<td>1933</td>
<td>Paper milk cartons introduced, coated with wax, later plastic.</td>
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<td>1938</td>
<td>Plastic milk container introduced commercially.</td>
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<td>1943</td>
<td>First commercial use of robotic milkers.</td>
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<td>1964</td>
<td>Dairy Management, Inc. (DMI) formed.</td>
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<td>1985</td>
<td>Milk becomes Oregon’s official state beverage after sixth graders from Tillamook, Oregon petitioned the Oregon Legislature.</td>
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<td>1993</td>
<td>100th anniversary of the Oregon Dairy Council, 75th anniversary of the Oregon Dairy Products Commission.</td>
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<td>1995</td>
<td>“Got Milk?” advertising campaign launched, later transitioning to “Milk Life” in 2004.</td>
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<td>1997</td>
<td>Fuel Up to Play 60 program was created by NCD and NFL in collaboration with USDA.</td>
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<td>2009</td>
<td>Riccireal! Dairy received Oregon’s first U.S. Dairy Sustainability Award.</td>
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<td>2016</td>
<td>Oregon Dairy Council introduces new logo.</td>
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<td>2017</td>
<td>Oregon Dairy and Nutrition Council rebranding introduced.</td>
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<td>2018</td>
<td>100th anniversary of the Oregon Dairy Council, 75th anniversary of the Oregon Dairy Products Commission.</td>
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* Image courtesy of Oregon Historical Society  ** Image courtesy of Mark Moore, PdxHistory.com