

Kraft suffered net profit loss despite heavy ads

WINNIPEG (CUP) - Despite a noticeable increase in Kraft Co. advertising, the multi-national corporation suffered a loss of 3.3 percent in 71-72 in net profit, compared to a gain of its competitors of 9-15 percent. Don Kossick, national co-ordinator of the National Farmers Union boycott of Kraft attributes the loss to the boycott.

In a speech to the NFU

convention in early December, Kossick attributed the success of the boycott to the grassroots support from the union's members and the urban support groups who have launched extensive campaigns to spread the boycott.

The boycott was called on August 19, 1971 after representatives of Kraftco refused to discuss the principle of a negotiating process for milk prices with the NFU.

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"As we have certainly come to realize, Kraftco is one of the largest food marketing corporations in the world. From its near monopoly position Kraft controls the price both to the consumer and the producer. In fact, Kraft represents almost every aspect of the food industry that is responsible for rising food prices to the consumer, while at the other end, puts the squeeze on the farmer," Kossick charged.

"I believe the boycott has exerted an effective influence against the gigantic marketing strength and advertising resources of Kraft." Kraftco is reported to have spent some \$68 million in advertising in 1972.

Kossick added, "in a unique way, it (the boycott) has shown the general public there is no recognition of the farmers' right to collectively bargain with those he supplies his product to consumers too are at the mercy of the food corporations.

"They must accept the price listed on the product and the quality of that product without question.

"It is recognition of this mutual exploitation that has resulted in people denoting their time in spreading the word about the boycott, being involved in informational picketing actions at retail stores, and actively working on urban boycott committees. These people have represented a truly broad based grouping of unionists, housewives, students, native peoples, teachers, and pensioners.

It is heartening to see that the boycott has become an alliance of so many interests."

"The boycott has been publicly endorsed by over 130 organizations or representatives of organizations such as the Canadian Union of Public Employees, Student Christian Movement, United Farmworkers, the Federal NDP, the Quebec League of Women and the National Union of Students."

Law students on strike

MONTREAL (CUPI) - Students at the Quebec Bar Association's training school are on strike.

They are demanding a lower examination pass mark and a shortening of the required period of practical training.

The strike began Jan. 18. Picketing will continue this week and a mass meeting of students will be held Monday, Jan. 21, to inform students of weekend developments.

Student spokesperson Barry Fridhandler said, a negotiating committee met with officials of the bar association and they had agreed to consider the demands.

But "we will continue the strike until we have something firm" said Fridhandler.

A committee of students has been formed with the aim of getting all other law students in Quebec to join the strike.

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The Spring SRC Elections and the Election of Graduating Class Officers

will take place on Wednesday, February 13th.

The following SRC positions are open for nomination:

- i) The President
- ii) The Comptroller
- iii) one Science Representative
- iv) 3 Representatives At Large - 2 full-term 1 1/4 term
- v) one Physical Education Representative
- vi) one Nursing Representative - half term
- vii) one Law Representative
- viii) three Arts Representatives - 2 full term, 1 half term
- ix) one Engineering Representative
- x) one School of Graduate Studies Rep.
- xi) one Business Administration Rep.
- xii) one Education Representative

The following Graduating Class Officers are open for nominations

- i) President
- ii) Vice-President
- iii) Secretary
- iv) Valedictorian

Each nomination must be written and must include:

- I) The full name, address, phone number, faculty and year of the candidate
- II) The full name, address, phone number, faculty and year of the nominator.
- III) The full name, address, phone number, faculty and year of two seconders.

The nominator and seconders of a candidate must be in the same faculty as the candidate except in the case of nominations for President and Comptroller.

The nominations for President and Comptroller must, also, include the signature of ten registered students of UNB

Candidates for President must be in at least their second year

Nominations close at 12 noon, Wednesday January 30, 1974

Nominations are to be submitted to the Returning Officer, Care SRC Office by mail or in person.

RETURNING OFFICER
 Valerie Jaeger
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 455-7443