



Every year more people open a Christmas Club at County Farmers. How about you?

Milk Industry Representatives Make Statements At Harrisburg

HARRISBURG — Leland H. Bull, State Secretary of Agriculture, said last week that he will study statements submitted by milk industry representatives before issuing rules and regulations pertaining to simulated milk.

Most of the statements made at the meeting concerned the type of information that should be permitted on simulated milk containers.

Additional statements are expected from a number of industry representatives who were unable to attend the Nov. 30 meeting because of snow.

Bull said the Agriculture Department is not permitting pictures of cows, dairy farms, and phrases associated with milk to be used on the cartons of bottles who are now packaging simulated milk in Pennsylvania.

"The words some packagers would like to use are so closely related to milk that a housewife would have to be a magician to know whether she was buying real milk or simulated milk," Bull said.

He said he objected strenuously to statements like "it tastes like milk," "it looks like milk," "it's homogenized," "it's pasteurized," "it's dairy fresh."

Sam Williams, a dairy farmer from Middletown RD, was opposed to any use of the word milk in describing simulated milk. "Something that comes from soybeans shouldn't be called milk," he said.

Harold Ely, Montrose (Susquehanna County), a representative of Dairymen's League, urged separate cases in food markets for milk and simulated milk. He said there should be some visual distinction made in food markets so a housewife could distinguish real milk from the simulated product.

Ely also suggested a trace element be put in simulated milk so that it could be detected if it were being used in other food products.

Richard Small, Chambersburg R1, a Penna. Farmers Association official, voiced a fear that dairymen would be subsidizing simulated milk and simulated milk products. He contended the solids for simulated milk come from skim or powdered milk for which producers receive the lowest price.

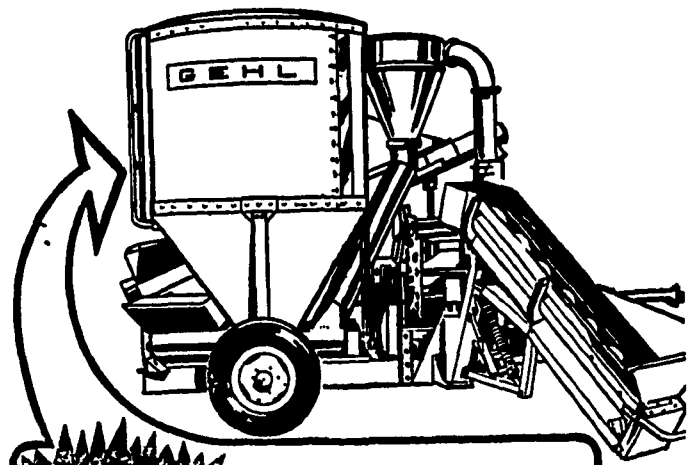
"The ingredient used in simulated milk is purchased at the lowest price and the final product, namely simulated milk, is then sold in competition with fluid milk which brings the dairymen the highest price."

A statement from Eastern Milk Producers Cooperative Association called for "sound and equitable pricing" of non-fat milk solids contained in imitation milk.

Henry R. Geisinger, executive vice president, Penna. Association of Milk Dealers, called for no barriers that would prevent a milk dealer from processing and distributing sim-

ulated milk. He also asked that the same rules and regulations that cover the sanitation aspects of milk be applied to the packaging of simulated milk.

Loopholes must be avoided when rules and regulations are determined, Geisinger said. He said they allow unscrupulous processors to "escape the important requirements of sanitation, labeling and ingredients."



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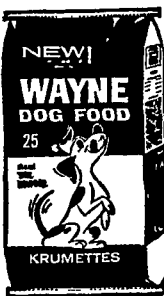
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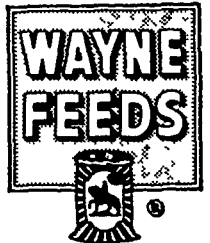
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