

Whole Milk Not As 'Flavorful' Today As Fifteen Years Ago

"The U.S. dairy industry is marketing a lower quality whole milk today than it was 10 or 15 years ago in terms of solids-not-fat," according to National Dairy Situation, a publication of the research and commodity activities division of the American Farm Bureau Federation.

In its February issue, the bulletin backs up this rather startling statement by pointing out that the flavor of whole milk is improved by the addition of solids-not-fat (SNF). It further stated that as the average butterfat level of whole milk decreases, the SNF content decreases, and that SNF has a greater influence on the flavor of milk than does fat.

The publication emphasizes that flavor plays a key role in the consumer's acceptance of a product. "In many taste tests, dairymen have rated a filled milk sample first and whole milk second. Most filled milk manufacturers, recognizing the importance of flavor, market a product ranging from 94 to 10 percent SNF, as compared to an average SNF level of 8.15 percent for whole milk.

"FILLED MILK handlers obtained their SNF information from the dairy industry. But the fluid milk industry has largely restricted the addition of SNF to its low fat milks and has paid little, if any, attention to raising the minimum SNF standards for whole milk, the industry's major sale item.

"Whole milk may be adjusted for fat content but not for most fat constituents. Butter, cheese, evaporated milk, and ice cream may be adjusted in most states for both the fat and non-fat content.

"MILK QUALITY must be constantly stressed and improved if the fluid milk industry is to compete effectively with fluid milk substitutes. The addition of SNF to whole milk improves the quality, enhances the flavor, and utilizes a dairy product," it concluded.

Red Cross Flag

The Red Cross flag is the national flag of Switzerland with the colors transposed. It was adopted in honor of Switzerland, where the first plans for the Red Cross organization were drawn up.

● Penna. Potato

(Continued from Page 1)

produce at least 50 percent of the potatoes in Pennsylvania, the program will become mandatory for three years. After three years a new vote of the growers will be needed to continue the program.

The affected producers would be those who grow 10 or more acres of potatoes for human consumption. At the meeting in the Farm and Home Center it was reported that this would cover 90 percent of the spuds grown in the state.

The assessment now recommended would be one cent per hundred weight on all potatoes produced and sold for human consumption. At the present state production the dollar income from the program would be about \$50 to \$55,000 per year.

A committee of 12 growers would administer the program in conjunction with the Secretary of Agriculture. The money, according to the proposal, may be used only for research, promotion and dispensation of marketing information. No money may be spent without the grower committee's approval.

A special terminating provision is included by law that

says if after the program is in effect, 32½ percent of the growers with 50 percent of the production may request in writing that the program be stopped. The Agriculture Secretary must do so. Or if 10 percent of the producers request it the Secretary must call for a referendum. Otherwise it comes up for a producer vote every three years.

The controlling committee selected by the Secretary but only from growers nominated by the producers themselves. It was stressed on a question from one of the growers present that the program has nothing to do with acreage control or land reclamation.

A program of this type has been in effect for nearly three years for the apple growers and Reiter reported satisfactory results.

Stressing that funds for Agriculture are dwindling, Barkley said, "When an Agriculture industry takes the initiative the government looks with more favor to help."

Potato growers were requested to become acquainted with the provisions of the program and be ready to voice opinions at the May 27 meeting.

Find Out How Much MORE MILK Your Cows Can Give PROFITABLY

The new Wayne "More for Your Money" Concept of dairy feeding can show you the way. Science has proved that there's a correct balance between body weight, feeding and milk production. The Wayne Concept helps you strike the balance that produces the maximum yield you may not be getting now.

Lead Into Production

You ask your cows how much they should be fed. Lead them into peak production rather than letting their present production tell you how much to feed. Feed FOR production rather than TO production. High level grain feeding is profitable as shown by a summary of DHIA records from Michigan. Let us show you how to apply the new Wayne Concept to cows already in their lactation period . . . how to use it in conjunction with a silage ration . . . how to balance grain mixture use with greater production. Stop in soon.

WAYNE FEEDS



WHITE OAK MILL
R. D. 4, Manheim

DUTCHMAN FEED MILLS, INC.
R. D. 1, Stevens

ROHREER'S MILL
R. D. 1, Ronks

POWL'S FEED SERVICE
R. D. 1, Quarryville
R. D. 2, Peach Bottom

HEISEY FARM SERVICE
Lawn and Bellaire

MILLERSVILLE SUPPLY CO.
Millersville

H. M. STAUFFER & SONS, INC.
Witmer

C. E. SAUDER & SONS
R. D. 1, East Earl

MOUNTVILLE FEED SERVICE
R. D. 2, Columbia

HERSHEY BROS
Reinholds

PARADISE SUPPLY
Paradise

GRUBB SUPPLY CO.
Elizabethtown

H. JACOB HOOBER
Intercourse

OPEN HOUSE



See Beef Feeding At John Nissley Farm

John Nissley buys 750 lb feeder cattle and finishes them for the prime market on a ration of corn silage, grain & concentrates. See how his mechanized feed system permits him to market 400-500 head yearly with a minimum of labor. Push buttons have replaced the scoop shovel, and monthly marketing of cattle has enabled him to average out higher returns per head. His efficiency is further proof that the farmer feeder can successfully compete with commercial operators.



See Dairy Expansion J. Harold Musser's

See how Harold Musser and Son met the challenge of growth through mechanization and remodeling their dairy barn. Sixteen new stalls were added along with a 600 gallon bulk tank, pipeline milker, barn cleaner and individual calf stalls. Last year he had installed a mechanized non-auger bunk feeder. His 50 milk cows average almost 15,000 lbs. of milk with 535 butterfat.

See The Latest In Farmstead Mechanization

DIRECTIONS TO OPEN HOUSE

The Nissley and Musser Farms are located about 2 miles Southeast of Mt. Joy on Eby Chicque Road, South of Hy. 230. They can also be reached by taking Prospect Road South off Hy. 230, through Salunga to Eby Chicque Road.

SPONSORS

BOB BRUBAKER, BADGER DEALER, SALUNGA
FICKES SILO COMPANY, NEWVILLE
PENNA. POWER & LIGHT, LANCASTER
BADGER NORTHLAND INC., KAUKAUNA, WISCONSIN

TUESDAY,
MARCH 25th, 1969

FREE
REFRESHMENTS