

### Here's Your 'Fill-In' On Imitation Milks

Despite the welter of milk-like drinks on the market there are just two basic types — filled milk and imitation milk. Shoppeers are sometimes confused about which is which and what the differences are between these and real milk.

Filled milk is a product made with skim or non-fat dry milk in which the butterfat has been removed and other oils or fats substituted.

Imitation milk is really 'non-milk' with none of real milk's components. It's made of such ingredients as vegetable fat — often coconut oil, water, sugar, or corn syrup solids, flavoring, coloring and thickening ingredients, and protein such as sodium caseinate or soybean protein.

In an article, titled "When Milk-Like Products Are Not Milk," *Good Housekeeping* pointed out that "Filled-milk producers often advertise 'no butterfat' or 'only pure vegetable oil used'."

"However, the American Medical Association says that filled milk using coconut oil, the most common butterfat substitute, is not a satisfactory replacement for butterfat in fat modified diets. Coconut oil has a high percentage of saturated fats and is low in polyunsaturated fats."

"Both filled and imitation dairy products contain about the same number of calories as whole milk, but a higher percentage of the calories in non-dairy milk is derived from carbohydrates and fewer from protein."

"The AMA warns that many of these nondairy products may be deficient in essential nutrients and should not be substituted for milk or other important food groups in the diet of infants and children."

#### ● **Dairymen's**

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work, thrift, sacrifice, discipline, respect for others, and a belief in God! It can continue to keep us great.

Our potential production in America is so great that we can never be destroyed from without, unless we disintegrate and deteriorate from within.

We must convince our young men and women that the American system works. Then we must install in them the idea that they must become leaders in government, leaders in politics, and tireless boosters for perpetuation of the American philosophy of freedom and opportunity.

Boyd C. Gartley  
Director of  
Member and Public Relations

#### WHAT DO FARMERS DO WITH THEIR MONEY?

Well, here are some ways in which they spend it annually:

- \$14 billion for weed and insect control chemicals.
- \$5 billion for new buildings.
- \$1.5 billion for gas, oil, fuel, grease.
- \$1 billion for tractors.
- \$2 billion for implements and equipment.
- \$1.8 billion for fertilizer.
- \$5 billion livestock and poultry feed.

And like all other folks everywhere, they also buy clothes, furniture, appliances and all the other things people need including food, in their local stores.



## SOME THOUGHTS FOR...

### DAIRY FARMERS!

- Did you do all you could to help promote your industry in the past year?
- Do you set the example when you take your family out for a meal and order milk as the beverage?
- Do you talk milk to consumers?
- Do you explain its many nutritional advantages?
- Do you have the feeding program which gives you the best return per dollar spent?

If you are in doubt about this last item talk to our Nutrition Department or our Dairy Specialist.

What else can we do to help you? — Just call



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