

● **Consumer**
(Continued from Page 6)

milk. Thus, with a higher percent of those aware of diet heart drinking whole milk than those not aware, there would appear to be little effect. The same conclusion was reached in the 1961 study.

Butter was used by 34% of the sample on an average day. Among those aware of diet heart the percentage was 33. Among those not aware it was 37%. Thus, some effect is indicated.

Thirty-seven percent of all people reported using cheese on an average day. For people aware of the diet-heart issue the figure was 40%; for those not aware it was 33%.

As milk, butter, and cheese are the major sales items in the dairy economy, other products were not studied. It is Dr. Quackbush's opinion that they would

not be affected as much as the ones studied.

Diet And Weight Watching
All respondents were asked "Are you on any sort of a diet at the present time?" If they answered "yes" they were shown a card listing various kinds of diets and then asked: "What sort of a diet are you on?" Those who didn't say anything about weight with respect to their diet and all who were not on any sort of a diet were asked "While many people are not on a strict diet for either gaining or losing weight, they are still somewhat concerned with watching their weight. In your case, do you watch your weight, so as not to gain weight, so as not to lose weight, or don't you have any weight problems?"

ADA concern with dairy products consumption is with people taking action with respect to weight compared to those with

no problems and taking no action. The American Dairy Association study shows that 11% of all adults of 15 and over are on a diet to lose weight, 31% are not on a weight diet, but are watching so as not to gain, and 52% have no weight problem.

What effect has action with respect to weight control had upon plain or whole milk consumption? We find that 40% of those on a diet to lose weight drink whole milk on an average day. For weight watchers, it was 58% and for those with no weight problem it was 62%. This means that about 6% of all adults have left the whole milk market due to action on weight control, which is substantially more than those leaving because of the diet-heart issue.

It is important to remember that nearly two-thirds of the whole milk is drunk by children of 14 and under, who were not in the study, and who likely aren't concerned with weight control. In addition, there has been the shift from whole milk to skim and 2% which would further diminish the importance of the 6% of adults who have left the whole milk market in terms of fluid product pounds.

What is the effect of dieting and weight watching on the butter market? The data indicate that 25% of the people on a diet to lose weight eat butter on an average day. The percentage for those not on a weight diet, but watching so as not to gain was 32. For people with no weight problem it was 37%. Combining both the diet and weight watching yields 8% who have left the butter market since the 1961 study. Obviously there are many other factors that have contributed to the decreased per capita consumption of butter.

Survey data shows that 39% of the adults on a diet to lose weight eat cheese on an average day. The figure is 40% for the weight watchers, and only 34% for those with no weight problem.

In short, the milk market has

been affected slightly by consumer concern about diet-heart or weight control, butter sales affected more by weight watching than by diet-heart, and cheese sales seem to have been helped. More adults have left the whole milk market due to weight control than to diet-heart, fewer people are eating butter for a variety of reasons; and people aware of the diet-heart issue eat cheese more frequently than those not aware of it.

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Soil Tests
Soil tests can only be as accurate as the sample taken. If a land owner is going to have his soil tested, he should take a very accurate and representative sample of the field or garden; this means drawing the sample from at least twelve places throughout the area and mixing well before taking the sample to be tested. If the sample is taken quickly and carelessly it will not give the true need of the plot and the investment will do very little good. Take time to draw a very representative sample from the field and do a thorough job of mixing.

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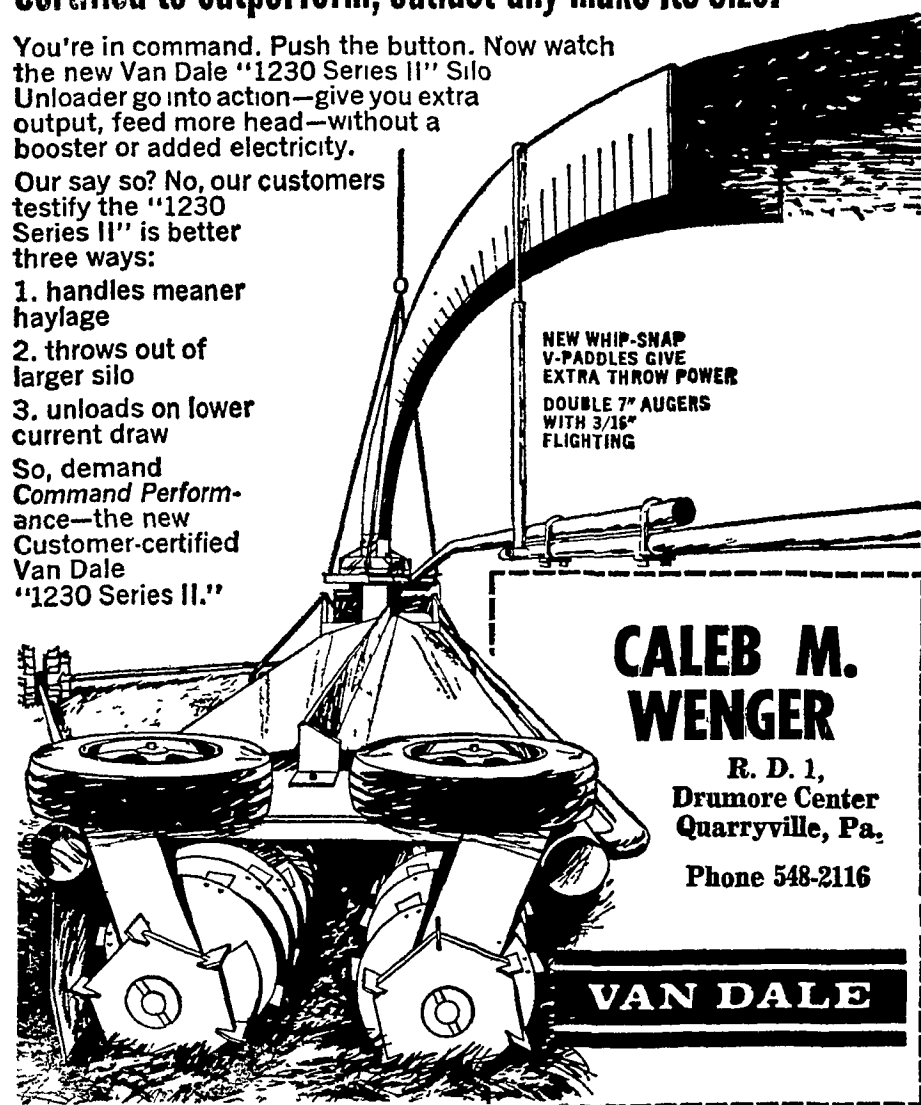
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