

We Salute Dairying!

It's impossible to over-emphasize the importance of dairying to agriculture in Southeastern Pennsylvania.

Milk itself produces about one-fourth of farm revenues in the high agricultural area in and around Lancaster County.

But many other crop and livestock enterprises are closely related to dairying. In many instances, crops are produced to feed dairy animals. Other farm animals often are bought by proceeds from dairying and merely represent a form of diversification from the main farm enterprise — dairying.

In this edition, our first during June Dairy Month, we devote nearly all our space to this vital farm enterprise. In the wide variety of material on many aspects of dairying, we think there's something informative, new, interesting and challenging for every farmer.

We give special thanks to the many individuals and organizations which contributed material and helped make the issue a success.

And a special appreciation to our many advertisers, who make our Dairy issue possible.

Dairy Pageant Fun

The success of the Lancaster County Dairy Princess Pageant apparently has been assured by the entry of eight lovely, milk-fed, Lancaster County lassies. We're proud to introduce them this week.

Everyone we have talked to has been literally tickled by the response so far to the Pageant, not only because of the number of entries, but also because of the high calibre of the girls. The elation over the response is particularly understandable because the pageant had to be cancelled last year due to lack of interest.

The feeling is that we can't fail to have an outstanding Dairy Princess this year. Which is as it should be.

Dairying is by far Lancaster County's

largest farm income producer. Dairying brought more than \$37 million to County dairymen in 1969. That was about 30 per cent of the \$123,650,000 of total county farm income.

Dairying is big business here. It is also a vital and dynamic way of life for a large proportion of the area's more successful farm families.

But we think dairying is and ought to be something else, too — FUN! The Dairy Pageant, beginning at 6:30 p.m. June 23 at the Farm and Home Center, will emphasize the fun side of dairying.

Let's go to the Pageant and have some fun.

On Stopping Imitations

Concerned mothers ask, "Are the new imitation milks nutritious for children?"

Dr. Philip L. White answers the question in his column, "Let's Talk About Food": "Two different kinds of imitation milks have been added to the dairy cases in many markets in the last year or so. One variety is a filled milk, a product in which the milk fat of whole milk has been replaced by a vegetable oil."

"The other kind of imitation milk is a concocted product made to look and taste like milk but otherwise bears little resemblance to it."

Laboratory tests show that milk has 26 per cent less saturated fats than do the filled milks.

In addition, the consumer should know that whole milk is higher in polyunsaturated fat.

Laboratory tests reveal that 28.5 per cent of the milk fat is the polyunsaturated type, whereas, filled milk has an unsaturated fat content of only two per cent, and imitation or artificial milk contains only five per cent of the unsaturated type of fat.

The consumers are concerned about the total sugar in their diet. The total sugar in whole milk is 4.8 per cent, filled milk has 5.3 per cent, and imitation milk has 6.7 per cent.

Shouldn't Replace Milk

Dr. White described typical ingredients of the imitation and then added "Unless one is sure that the nutritive value is equivalent to whole milk, such products should not be depended upon to replace milk in the diets of children."

In the next several years, dairymen probably can expect increased efforts by imitation products to break into the dairy market.

The point is that the dairyman needs to know his own product better in order to defend his product against imitation products, most of which are inferior to milk.

Sometimes the best defense is a strong offense. In this respect, we note the growing trend to advertise and promote milk on television and in magazines.

Milk Can Win

This account from another part of the country gives an example of what can be done and is proof that when farmers decide to fight back, they can win against the imitation products.

According to the milk administrator of the central Arizona milking area, the high point of filled milk sales in the marketing area was reached January 1969 when the total was 3,930,300 or 10.4 per cent of Class I milk sales. Filled milk sales declined to 1,963,000 pounds in July, 1969 or 6.2 per cent of the Class I milk sales.

The filled milk sales were severely cut by a campaign put on by the American Dairy Association, United Dairymen of Arizona, Arizona Milk Incorporated and the National Dairy Council. The effectiveness of the campaign was revealed in the decline of filled milk sales.

After a study had been made of the Central Arizona milk on the buying habits of consumers, it became evident that an important percentage of the consuming public was not aware that they were buying filled milk rather than real milk.

Upon completion of the study, an intensive advertising and educational campaign was planned to inform the public of the difference in the products.

In addition to the campaign, a group known as Consumers on Watch was organized to set the public straight with reference to filled milk.

The campaign pointed out that consumers were confused by the display and labeling of the several filled milk brands on the market. This made the campaign program necessary.

Milk is a quality product.

An effort is building to sell milk as a quality food and as a fun and energizing beverage.

We suggest that Southeastern Pennsylvania farmers should stay alert to developments in this battle by the milk industry for the support of the consuming public.

In the long run, this market battle in the communications media of the cities can be as important to the farmer as his own individual battle to keep quality and production high.



NOW IS THE TIME . . .

By Max Smith
Lancaster County Agent

To Practice Farm Pond Safety
Schools are out and the hot summer days make the farm pond more and more attractive to many youngsters. All pond owners are urged to provide water rescue equipment such as inflated inner tubes, rafts, wooden ladders and long boards at the edge of the water and in good condition. No one should ever be permitted to swim alone. Ponds provide excellent summer recreation but water safety should be practiced.

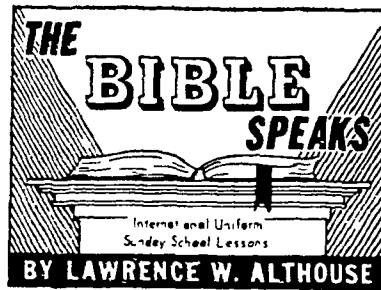
To Spray Alfalfa Stubble
Growers who harvested the first cutting of alfalfa without any insecticide spray will benefit from a spray on the stubble, in

many cases there were some weevils at cutting time and these must be killed in order to get maximum growth for the second growth. Weevil infestation was heavier than anticipated on many fields and this stubble spray needs attention at this time.

To Prepare Grain Bins

The new crop of barley and wheat is developing rapidly and all old grain should be removed from the bin. In order to be certain that insects are not waiting there for the new crop the bins should be thoroughly cleaned and sprayed with insecticides such as malathion or methoxychlor.

For Full Market Reports Read Lancaster Farming

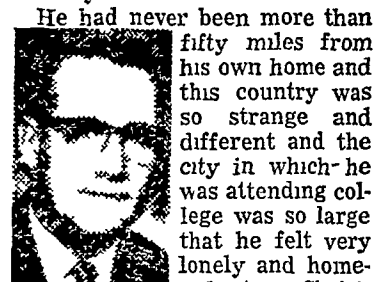


DOWN WITH WALLS

Lesson for June 7, 1970

Background Scripture: Ephesians 1 through 2.
Devotional Reading: Ephesians 3:1-10.

Several years ago an African student who was studying in an American college told me of an experience that happened to him shortly after he arrived in this country.



He had never been more than fifty miles from his own home and this country was so strange and different and the city in which he was attending college was so large that he felt very lonely and homesick. As a Christian (he had been born into a Christian family) he looked forward to his first Sunday in this country as an opportunity to meet some new Christian friends.

Sunday arrived and he set out for a nearby church he had noticed earlier in the week. "Everyone welcome!" a sign had proclaimed. "The Friendly Church," promised another. With a sense of happy expectation he ascended the steps in front of the church.

Your church

"Good morning," he said cheerfully to the usher at the front door. Instead of a similar response, however, there came a heavy hand on his arm, a restraining hand, and a cool, "Where do you think you're going?"

The man was smiling so the student assumed he had made a mistake. "Isn't there going to be a service at 11 o'clock?" he wanted to know. "Nigger," said the man with a humorless grin, "there's no service for you here at any time! Your church is down near the railroad station."

"Your church," the man had said as if some churches belonged to some people and other churches belonged to others. For the first time since he had joined

the Christian Church, he felt a strange sense of being divided off from some of his fellow Christians. The churchdoor had become a wall.

The wall of alienation

The writer of Ephesians calls this dividedness "alienation." In addressing Christians in Ephesus who were regarded as Gentiles before their conversion, the writer is reminding them that until the coming of Christ there had been a wall dividing them from the "people of God" (the commonwealth of Israel, Ephesians 2:12). The promises that had been made to the Jews (the covenants of promise) had been beyond their reach because of this wall.

It was true that there had been a strong barrier between the Gentile and the Jew. The Hebrew laws called upon the Jew to keep himself at a distance from all unnecessary contact with Gentiles. Such contact, it was thought, made the Jew impure in God's sight.

The greatest segregation was in the house of worship. Gentiles who entered the temple area could be summarily killed for violating the sanctity of this holy place with their impurity. Thus the wall separating Jew and Christian Gentile was not just a legal wall, but a wall of distrust, suspicion, and hostility.

An eternity of space

The wall, however had been broken down now and things could never be the same. Actually, several walls had been destroyed by Christ:

Down came the wall which had separated them from Christ.

Down came the wall that separated them from the people of God.

Down came the wall that made them strangers to the promises which God had made with the people of Israel.

Down came the wall that had shut them off from God and hope.

Once an eternity of space had separated the Greek and Jew; now that eternity had been bridged because a man named Jesus had laid down his life.

There are still so many walls today: walls between races, walls between regions, walls between classes, walls between generations. To all of us who stand on either side of these walls Christ commands as he did to the Jew and the Gentile, "Down with walls!"

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