

Roadside Marketing Conference

The fifth annual Maryland-Pennsylvania Roadside Marketing Conference was held on Tuesday at the Farm and Home Center. Speakers for the day included Frank Gouin of the University of Maryland who spoke on the topic, "Bedding and Nursery Plants." Other speakers

included Fred Funk of Millersville and Robert Hodge of Highland Orchards.

The afternoon was spent in panel discussions on a variety of topics. Market Layout, Traffic flow, remodeling, fruit baskets, demonstrations, product procurement and product mix.

Opening remarks were delivered by Larry Yager, Area Agent, from the Gettysburg campus of Penn State University.

Ayrshire Club Barn Meeting

The Southeastern Pennsylvania Ayrshire Club will hold a barn meeting from 10 a.m. to 3 p.m. Saturday, March 25 at the Towerview Farm, home of the Kennard Henley family, two miles south of Cochransville on Route 10.

The Henley facilities include a new barn, housing about 50 head of cattle.

The program planned will include judging classes and type classification by Frank Wilson, field man with the National Ayrshire Association at Brandon, Vt. Judge will be Robert Pepple, Chester County.

Frank Gendron, head of dairy nutrition of the Pioneer Feed Company, Rochester, Minn. will speak.

Those attending are asked to bring two covered dishes and their own place settings for the noon meal. Beverage and dessert will be furnished.

All are invited to attend this event, which is a new venture for the club.

Attending Pork Council

Two Lancaster County Pork producers and their wives will be among 10 producers from Pennsylvania who will be attending the National Pork Congress at Kansas City March 21 to 23.

Lancaster Countians attending will be Mr. and Mrs. Mark Nestleroth, Manheim RD3, and Mr. and Mrs. John Henkle, Strasburg RD1.



Doctor in the Kitchen®

by Laurence M. Hursh, M.D.
Consultant, National Dairy Council

CHEESE IS FASCINATING

There's little question that cheese is one of our most fascinating foods. And there's an old saying, "there's a cheese for every taste and every pocket-book." When you think of it you'd be hard pressed to think of someone who doesn't eat cheese and enjoy it thoroughly.

But it is the versatility of cheese that is amazing. It is made, of course, from probably the most versatile food of all — milk. Nevertheless, I got to counting up some of the obvious uses we make of cheese — and I came up with a total of eleven without scratching my head. You will undoubtedly think of many others — perhaps some so obvious I should have thought of them too.

If you are feeling playful, make a list of your own ideas before you read the next paragraph to see my list of eleven uses for cheese. Then compare.

Uses of Cheese

First and foremost we probably use cheese in sandwiches more than in any other fashion. But it is also an extreme favorite with macaroni. And in making sauces and as a flavor with meat — like in casseroles.

Next is how well cheese enhances a salad, especially if salad is going to be your main course, with chunks of cheese and bite-size pieces of meat, etc. And, obviously, with salads there's that

perennial favorite — roquefort cheese dressing.

If you are with me, that makes five uses of cheese so far. So here are the rest: Cheese is great as a dessert with fruit or crackers. And it is an American favorite of course, with good old apple pie. Then there are cheese cake, and dips, and the uses of cheeses simply by themselves on a cheese tray. And finally, what would most pizzas be without cheese?

Cheese As A Substitute

Cheese is often used in place of meat, and for good reason. Three ounces of cheese provide the same amount of protein as three ounces of meat, poultry, or fish. They also equal the protein in three eggs, one and one fourth cups of baked beans, three fourths cup of cottage cheese, or four rounded tablespoons of peanut butter.

On a calcium basis, one slice of American cheese (1 oz.) equals three fourths glass of milk. One half cup of creamed cottage cheese contains the same amount of calcium as one third glass of milk. And two tablespoons of cream cheese offer the calcium of one tablespoon of milk.

Cheese also offers vitamin A, thiamin, riboflavin, and niacin equivalents. So cheese makes significant contributions to our diet, just as milk does.

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congratulations to John and Larry Hess



John

Larry

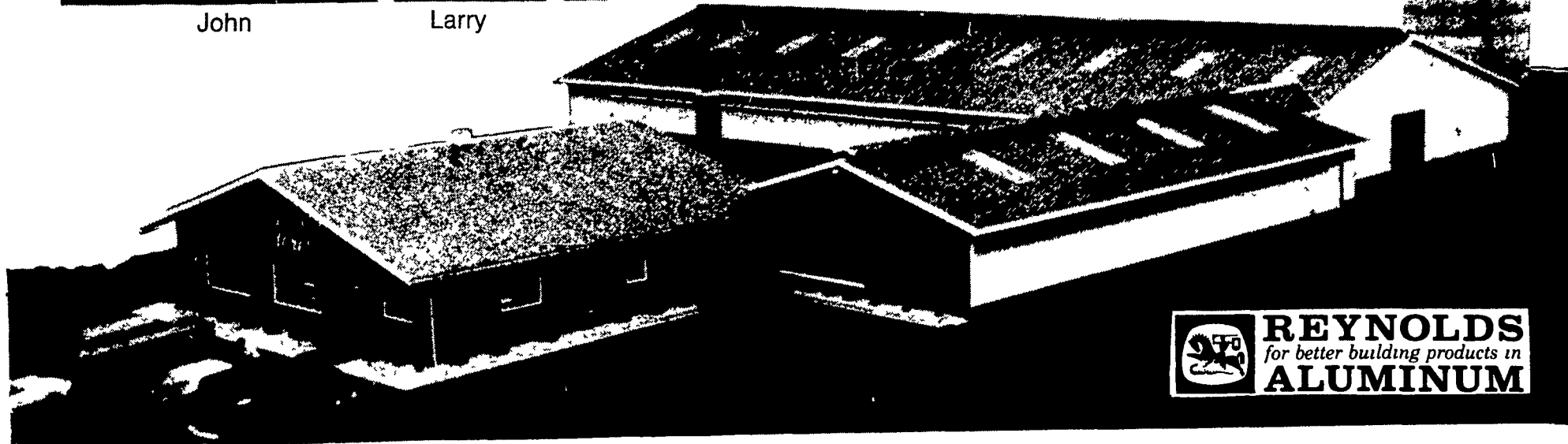
John and Larry have just completed their new bagging operation near New Danville. This is the first system using bags for retailing milk in Lancaster County. His building houses 120 cows with a liquid manure tank.

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