

Campbell Discusses

(Continued From Page 9)

analysis of products on a random selection basis. In addition, some items must be produced under government inspection and others must carry a Food and Drug Guaranty as to their acceptability," the Under Secretary said.

Campbell explained that compliance controls vary depending upon the product, process and plant practice. Recently many USDA methods have incorporated the plant's quality assurance programs into the USDA system. This offers increased consumer protection because of improved surveillance given the product during production and also affords the processor a chance to correct production faults before large quantities of unacceptable food is produced, the Under Secretary emphasized.

Trends that have lately typified the food purchasing and eating habits of consumers are also having an effect on the turkey industry, Campbell said. These developments include (1) demands for consumer convenience foods, (2) the growth of fast food service facilities and (3) the increasing percentage of meals being eaten away from home.

The Observer of Newberry, South Carolina, quoted the National Wildlife Federation Conservation News as saying "Although your next camping trip might be without any mosquitoes, if two researchers from India are right, it will also be without any friends! Two biology researchers from Bombay have reported that garlic (that's right folks—garlic!) may provide a deadly diet for mosquitoes, houseflies, and certain other major insect pests while posing none of the hazards of DDT. The researchers reported that, particularly considering its nontoxic nature, 'garlic oil could be used as a pesticide.' So the next time you get out in those woods, just rub a little garlic all over and relax pest-free. Another good point: if you don't have a lot of wilderness around you, you soon will have!"

This trend has led some in the turkey industry to suggest furnishing turkey rolls or roasts in lieu of whole carcass birds for purchase for the school lunch program in fiscal 1973. This has generated some controversy—whole carcass birds vs. convenience items, he said. However, USDA's final decision when reached will be aimed toward two objectives: meeting school needs and desires and having the greatest impact on producer prices.

A change made last week in USDA regulations already has opened the way to move more turkeys, Mr. Campbell said. This was an amendment June 22 in specifications on canned boned poultry to include canned boned turkey. The Department is buying substantial quantities of canned boned poultry—about 70 million pounds, costing \$42 million in fiscal 1972, which is going primarily to needy families but also is being used in the school lunch program in lieu of some of the more expensive canned meat items.

Despite the fact that turkey and other foods are being continually

improved in quality and wholesomeness as well as convenience, "we do have small numbers of consumers who turn to fads such as the consumption of so-called 'organic foods,'" the Under Secretary pointed out.

"With respect to this we doubtless have a considerable amount of fraud in two respects: (1) There is the sale of much more such food than is produced under the prescribed conditions to be a so-called 'organic food' and (2) Advantage is taken of the buyers by setting abnormally high prices when in some cases the elimination of processing costs may actually warrant the reduction of price to the consumer," Mr. Campbell explained.

"All milk should be pasteurized as milk is one of the finest cultures of any food for the growth of bacteria which make humans ill," he continued. "Many years ago health officials established the fact that pasteurization of milk should be mandatory by law to keep this wonderfully wholesome product free of contamination harmful to human health."

"For years practically all milk in the U.S. has been required by law to be pasteurized. Yet now, because of the 'organic food' fad, efforts are being made by some

local dairy distributors to repeal these laws in order to sell non-pasteurized milk at a higher price although it will cost the distributor less by saving the cost of pasteurizing.

"In Georgia the milk pasteurization law was almost repealed this year in that legislature although the dairymen, the state health department, other distributors, and many other groups were fighting strenuously to stop the repeal of the milk pasteurization law," Mrs. Campbell explained.

The Under Secretary declared that the pendulum of consumer interest in 'organic foods' is swinging back and forth. "but I am sure that the leadership among the consumers wishing to purchase 'organic food' will discover ways to identify food grown under conditions which they desire and stop the deceit in the marketplace of food inaccurately labeled 'organically grown' with an abnormally high price tag."

He said the noted columnist, Sylvia Porter, recently wrote "a most revealing series of articles on the current situation on the sale of organic foods I recommend a reading of her observations."

Some well-meaning but uninformed persons in the en-

vironmental movement are urging that all food in America be "organically grown," eliminating the use of fertilizers, pesticides, herbicides and other chemicals which have contributed to America's current ability to produce an overabundance of food, Mrs. Campbell observed.

"But as Secretary Butz has observed, this will bring us face to face with the stark question of which 50 million people in America we must allow to starve, for this is what we firmly believe the elimination of fertilizers and other chemical helps the farmer has from food production will eventually bring about by reducing food output."

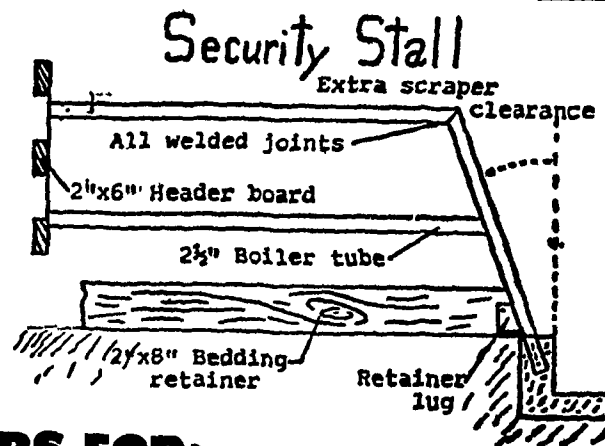
The Under Secretary assured the turkey group of the total commitment of President Nixon to improving America's Environment. The Environmental Protection Agency, he pointed out, was created under this Administration. But he added that environmental actions must be tempered with the needs of people.

"Given the opportunity to carry forward the great work that has been begun, I am confident that all Americans can enjoy a more rewarding, more peaceful and more healthful life," he concluded.

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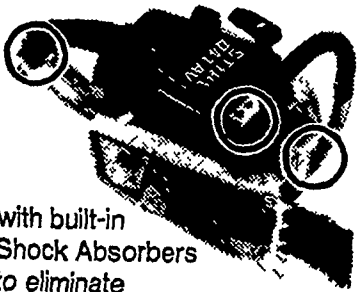
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