

USDA Brussels Exhibit Planned

The U.S. Department of Agriculture will launch its 1973 program of overseas exhibits of U.S. food products at the Food Business—HORESCA Exhibition in Brussels, Belgium, January 14-18.

The Food Business—HORESCA is an international exposition staged yearly for members of both the retail and institutional food trades in Europe.

The Department-sponsored exhibit will give U.S. companies an opportunity to participate in a show that is expected to attract 20,000 food tradesmen from Belgium and other European countries which represented an import market for nearly \$300 million in consumer-ready foods in fiscal year 1972.

The U.S. exhibit will emphasize frozen foods, products new to the

Young married couples in the Pennsylvania State Grange will have their third annual weekend conference September 22-24 at Edgewater Acres, near Huntingdon, according to A. Wayne Readinger, master. Workshops on home fire safety and

market, and convenience foods in both consumer and institutional packs to capitalize on changing consumer demand that is resulting from higher incomes.

The Belgians, along with other Western Europeans, are buying more frozen and other convenience foods, and they are eating more meals outside the home. Processed food sales are growing at double the rate of total food sales, with some convenience food volumes gaining at a rate of up to 20 percent per year.

The sale of frozen foods is expected to triple by 1980, and the outlook is for a doubling of the institutional food volume to \$280 million a year within five years.

Increased ownership of cars and refrigerators is turning the food economy from a corner store to a supermarket operation.

The Brussels exhibit is the first in a series of food shows scheduled overseas next year by USDA to help promote export sales of U.S. food products.

U.S. solo shows will be held in three cities in the United Kingdom in March; in Tokyo, Japan, in April; Beirut, Lebanon, in May; and Caracas, Venezuela and Port of Spain, Trinidad, in June. U.S. participation is scheduled in two more international shows in 1973. They are the ANUGA International Exhibition of Fine Foods and Beverages in Cologne, Germany, in September and the International Restaurant and Catering Show in Basel, Switzerland, in November. Institutional convenience foods will be featured in most of these shows; in addition, some special demonstration-exhibits will be staged in Europe and the Far East aimed at the hotel, restaurant and catering trade.

The sponsorship of these exhibits is one phase of a broad USDA program to help expand overseas sales of U.S. agricultural products in both bulk and consumer-ready forms. Exports of all agricultural products reached a record \$8 billion in fiscal 1972.

Through its Foreign Agricultural Service, USDA provides exhibit management, facilities and other assistance for overseas display and promotion of processed foods by U.S. companies, large and small, interested in the export market.

budgeting will be conducted by extension personnel from the Pennsylvania State University. A program of recreation will include swimming, volleyball, shuffleboard, badminton, bicycling, pool, ping-pong, golf or just relaxing.

Coronation of the 1973 Pennsylvania Young Married Couple of the Year will follow a banquet Saturday night, September 23. Wallace Caulk, past master of Delaware state Grange and presently Delaware State Secretary of Agriculture will be banquet speaker. The conference will close at noon the following day.

Kenneth L. Schlegel, Fleetwood, RD3, state grange Youth Chairman, said the most im-

portant element of the weekend program will be fellowship with young Grange couples from many areas in the State.

To qualify for the Young Couple of the Year contest competing couples must have been married at least 2 years by September 30, each must have been a granger at least two years by that date, and at least one spouse must be not over 35 years of age. The winning couple will represent Pennsylvania in National competition in November, 1973.



Doctor in the Kitchen®

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

NO ACCOUNTING FOR TASTE?

There's an old expression, "There's no accounting for taste." And I suppose that's true when one fully realizes the endless variables that can and do occur in terms of people, things, and coincidence. People differ in many, many ways. Things, too. And people and things can be brought together in thousands of ways and times.

Actually, the numbers of possibilities must be astronomical. So, for this reason, how can we predict what someone's reaction may be to something—even something they are familiar with?

Four Primary Tastes

What am I getting at? I was reading again last night Dr. Ethel Austin Martin's book, "Nutrition in Action," and noted her discussion that there are four primary tastes: sweet, sour, bitter, and salt. Others, says Dr. Martin, are metallic, alkaline or soapy, and astringent.

Our taste buds are the mechanism by which we experience sensations from eating food. As far as we know, all taste buds respond to all stimuli. There are not, in other words, specific taste buds for this or that taste. They

all respond in a different manner "to each taste or odor quality."

But areas of the tongue vary. The tip of the tongue tells you when something is sweet, the back of your tongue quickly notifies your brain that something is bitter.

This may explain this is why children learn so quickly to lick and enjoy lollipops and ice cream and to swallow a bitter pill quickly before it can touch the back of the tongue.

Children have more taste buds than adults. But this does not necessarily mean that they have more taste sensitivity. We used to think so but some research has cast doubt on that idea. However, we do have evidence that some children have more taste sensitivity than others.

Research reported in the Journal of Home Economics showed that children who were the least sensitive to taste tended to accept more foods and to approach eating with more enthusiasm than the children most sensitive to taste. The children who were highly sensitive to one taste sensation were also highly sensitive to the other three primary taste sensations.

Taste Inhibitors

According to a report in the Journal of the American Dietetic Association, there are taste inhibitors that can block or change reaction. One such is contained in a West African berry called "miracle fruit." If you chew the berry and then suck a lemon it will taste sweet like an orange. Dr. Martin suggests, "Ways to utilize this ability to manipulate taste sensations may have implications for the future." Persons tending to overweight might by this means satisfy their desire for sweets yet avoid the calories of sweet foods.

Fix-It Tip

Learn how to remove a broken window pane yourself. It isn't difficult and the cost of labor is likelier to be higher than the cost of materials.

In addition to the tools you should have a pair of heavy work gloves to protect your hands from cuts and glass splinters.

First remove the broken pieces of glass. If it is only cracked, remove the putty, then remove the glass in one piece. Save the triangular-shaped metal glazier's points by pulling them out with pliers. They can be reused when you install new glass.

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