

NDC views ad restrictions as too harsh in detail

"As currently written, the proposed Trade Regulation Rule (TRR) on food advertising is too restrictive" and could serve to seriously hinder and complicate nutrition education for the consumer, says the National Dairy Council in comments sent to the Federal Trade

Commission on September 16. Eight pages of specific reservations and concern were signed by NDC President M.F. Brink, Ph.D., after approval by NDC's Board of Directors. The Board met in Chicago September 15-16 concurrent

with Fall 1975 meetings of the United Dairy Industry Association, the American Dairy Association, and Dairy Research, Inc.

In particular, said NDC's comments, the "definition of 'advertisement' or 'advertising' should be worded so as to exclude nutrition education materials." NDC emphasized that NDC nutrition education materials, for example, are reviewed prior to printing and distribution by professionals within and outside of Dairy Council, and that these materials are used in education to help equip consumers to make wise food choices, not to promote particular brand-name products "for the direct commercial benefit of the advertiser."

NDC also took exception to a section of the TRR concerned with "emphatic nutrition claims," saying, "The 35 percent of U.S. RDA

per serving threshold level is far too high for making emphatic nutrition claims... The threshold... should be lowered to 25 percent... For milk, this would allow 'emphatic claims' to be made for riboflavin, calcium, and vitamin D when added. Milk is traditionally cited as a 'good' source of these nutrients. If the proposed TRR were to be adopted, an emphatic claim could not be made for any nutrient in milk."

According to Dr. Brink, one of the major problems with the proposed TRR is the concept that a food be judged for its contribution to the U.S. RDA on a usual portion basis (for milk - one glass). By comparison, the Food and Drug Administration's Nutrition Labeling Regulations recognize that many foods are usually consumed several times a day and thus their contribution to the U.S. RDA (which are daily recommendations) should be judged accordingly.

Among its comments, NDC also took exception to FTC's concept that foods may be judged as "nutritionally equivalent." Said NDC: "No two foods are 'nutritionally equivalent' to one another." Foods may be similar as good sources of the same nutrients, but differences

can be such that while "Two foods can be used interchangeably" in actual nutrition practice, no foods "should be allowed to claim nutritional equivalency." Persons wishing to

comment generally on the FTC proposed regulations may do so by writing to the Special Assistant Director for Rulemaking, Bureau of Consumer Protection, Federal Trade Commission, Washington, D.C. 20580 until ten days before commencement of public hearings. A date for public hearings has not yet been announced.

Lloyd joins Farmer's First

Mr. Lewis L. Lloyd, Landisville, has joined the staff of Farmers First Bank, Lutz, as an Estate Planning Officer at the Lancaster Shopping Center Office.

A graduate of Temple University School of Law with a J.D. in Law, Lloyd has maintained a general practice in Landisville. In addition to his law degree he holds a B.S. in Mechanical

Engineering from Lafayette College and a M.S. in Engineering Science from Pennsylvania State University.

Previously he was a member of the Corporate Legal Staff of Certain-Teed Products Corporation, Valley Forge and for ten years prior was employed by RCA Corporation, Lancaster.

Prune Houseplants now

If summer growth has sent houseplants sprawling, they should either be supported more or trimmed and cut back. If there is room, and the extra growth can be managed, perhaps a wise choice is to give it extra support, says Robert Nuss, Extension horticulturist at The Pennsylvania State University.

Just plain coat hangers concealed among the greenery make excellent supports, he says. They're readily available around any

home. And they're made of a metal that will not harm plants. Do not use wires of metal such as copper or those with galvanized surfaces. They may deposit metals into the soil that will harm the plants.

Trellis support made of plastic will also not harm the plant. And woods of all sorts can be used - from finished pieces to sturdy driftwood and other natural branches.

When arranging vines over these supports don't worry

about facing the leaves the right direction. The plant will take care of that itself as the leaves gradually turn out to face the light.

The Extension horticulturist says if a plant needs trimmed or shaped, don't be afraid to trim just as an outdoor plant would be trimmed. But be sure to cut with absolutely clean pruning shears or a knife. Disease can be spread with blades that are coated with months of cutting.

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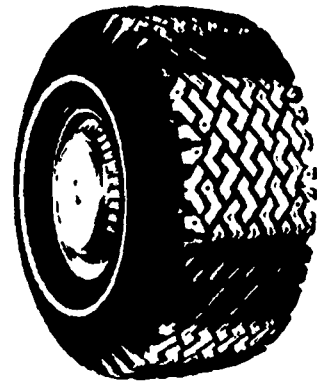
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