

## News - Nutrition

From Pa.'s Dairy Princesses



Lynne Brown  
Sullivan Co.  
Dairy Princess

By LYNNE BROWN  
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No other food is more important to the cook who takes pride in her creations than butter. And no other spread can match its ability to bring out the best flavor in foods.

The history of butter extends well back into the history of mankind. Yet it was not until the mid-1800's that butter became a familiar sight in the market place. Before that, butter had been a "homemade" product.

In 1848 the first butter factory was set up in the United States. The dairy farmers near Goshen, N.Y., were asked to send their milk there to be converted to butter rather than for use as a beverage. From that one small establishment, the butter industry expanded to the vital segment of the dairy industry that it is today.

Butter is churned from cream, and the cream from 10½ to 11 quarts of milk is roughly the amount needed to make one pound of butter.

Give your foods the golden touch, the flavor that cannot be imitated. It doesn't matter if you're using butter as a spread or adding it to main dishes or delicious desserts, butter contributes the magic that imitations cannot succeed in matching. To prove this, try these delicious

### OLD-FASHIONED OATMEAL COOKIES

- 1 cup butter
- 1½ cups brown sugar, packed
- 2 eggs
- 2 cups all-purpose flour
- 2 teaspoons baking powder
- ¼ teaspoon soda
- 1 teaspoon salt
- 1 teaspoon cinnamon
- 1 teaspoon nutmeg
- ½ cup milk

2 cups quick cooking rolled oats, uncooked

2 cups raisins

½ cup chopped walnuts

Cream softened-butter and sugar until light and fluffy. Add eggs; mix well. Combine flour, baking powder, soda, salt, and spices. Add to creamed mixture alternately with milk. Stir in oatmeal, raisins, and nuts. Drop by heaping teaspoonfuls onto buttered cookie sheets. Bake at 375 degrees F., nine to 11 minutes or until set. Approximately eight dozen

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Ruth Ann Behrer  
Huntingdon Co.  
Dairy Princess



By RUTH ANN BEHRER  
Huntingdon Co. Dairy Princess

What is milk? Where does it come from? Exactly what is milk made of?

Easy questions? Sure for you and me. But there are lots of people in the United States that really don't know the answers to these questions, even with all the mass media we have today.

A good friend of ours was reared in the city and then later moved to a rural area near us. One day in a conversation we discovered he thought eggs came from a cow simply because eggs are in the dairy case in the supermarket.

Another good example came about in a milk marketing course at Penn State. A man was taking a survey in a supermarket in a large city. This man was merely asking women how much fat they thought was in milk. And a great number of the women thought at least 50 per cent of milk is fat. Of course we all know that there is approximately 3.2 per cent fat in milk, while 88 per cent of milk is just plain water.

Example such as this are why it is so important to advertise our product. We must tell people the truth about milk and dairy products. How can people know if they are not told? We must clearly acknowledge that milk is nature's most nearly perfect food, because it contains more of the essential amino acids our bodies require than any other food product. Milk can supply us with up to 40 per cent of our overall daily food requirement.

Consumers complain about the price of milk, but for the same amount of money you can't buy any other food product with as much food value.

We need promotion of dairy products to educate all people everywhere. We need to use every opportunity to

advertise - through schools, on television, on radio, newspaper articles, etc., simply just giving the facts, such as the nutritional value of milk, the fat content of milk, and the quality of the product per cost. And at least, hopefully, we will get across that milk comes from cows, and eggs come from chickens!

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## Pork cookout guide to help boost sales

CHICAGO, Ill. - It's outdoor cookery season and that opens another avenue for moving abundant pork supplies from producers to consumers. To help put pork on backyard and picnic menus, the Pork Industry Group of the National Live Stock & Meat Board has produced an attractive and practical pork outdoor cookery guide.

Called "Pork's Great Outdoors," the 16-page booklet covers the "how-to's" of outdoor cookery and offers hints for beginning and veteran outdoor chefs. Included are facts about laying fires, types of pork for grilling, rotisserie, and kabobs.

"Pork's Great Outdoors" emphasizes the variety and versatility of pork products with 10 tempting recipes and full-color photos. The booklet also offers recipes for complementary sauces and side dishes.

Pork cuts in the booklet range from thick rib chops and boneless loin roasts to economical bratwurst links and pork steaks.

Get a copy free by sending a self-addressed stamped envelope to Dept. PGO, National Live Stock & Meat Board, 444 N. Michigan Ave., Chicago, Ill. 60611. "Pork's Great Outdoors" in quantity: 15 cents each for 1-99 copies; \$7.50 per hundred or \$60 per thousand.

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