

Ice cream

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who has recommended that farm groups do all they can to stop FDA from implementing the new standards. He has personally telegraphed Pennsylvania's entire congressional delegation and notes that most legislators from rural areas favor his position. He

has also urged the Food and Drug Administration to refrain from going ahead with the proposal, but they're moving ahead despite his objections, as well as opposition from 28 other states. In addition, the National Milk Producers Federation has gone on record as opposing the new ice cream regulations. Their grounds for opposition are that the new standards will

allow sodium caseinate to be used in ice cream, and that could amount to plugging an outlet for American milk production. See Lancaster Farming's May 21 issue, page 1.

Caseinate is imported from Europe. According to Dr. Phil Keeney, Penn State, there's no reason caseinate — a skim milk derivative — can't be manufactured in this country. "It's just that

it's been more economical to produce other dairy products instead," the Penn State professor told Lancaster Farming.

Keeney sees no reason to be alarmed over the issue because the standard involving caseinate is just a small part of the entire issue. He sees a greater threat to the ice cream industry coming from the volumes of whey which may be allowed for use if the new regulations become effective. There are no limits to the amount of whey an ice cream manufacturer can use, according to Keeney, who is one of the nation's foremost authorities on ice cream. "If a guy wants to make a pretty lousy ice cream he can do it," Keeney admitted, "but he may not be able to sell it —

the real test will be in the market place."

According to both Keeney and a spokesman in the Bureau of Foods, FDA, the new regulations are not on quality. "They're standards of identity," said Richard Meyer, in a telephone conversation from Washington. Like Keeney, he sees the new regulations as nothing to be alarmed about.

The ice cream manufacturers association, favors the new standards, on the grounds it will allow them more flexibility. Keeney and Meyer both explained that the ice cream market could use a device which will allow for more competitiveness and incentive to experiment with

new products. According to Keeney, there's an awful lot of competition in the dessert market, which has kept ice cream sales lower than they could be.

Pennsylvania which ranks second in the nation in ice cream production, is known for its high standards. Meyer admits they've served as a model for federal standards. Shelhamer wants to keep the standards high, while also protecting the interests of ice cream manufacturers, dairymen, and consumers in the Commonwealth.

In addition to allowing a foreign dairy product to be used in the manufacture of American ice cream, the new federal standards will require complete labeling.

While Shelhamer and others see the new rulings as a threat to American dairy farmers, Keeney and Meyer claim the changes are too insignificant to have much, if any effect. Keeney does not expect the well-known brands of ice cream to include the cheaper ingredients.

At any rate, indications are that ice cream as we have known it will become more expensive.

Irrigation report available

NEWARK, Del. - A study of the comparative costs of growing irrigated vs. non-irrigated corn in Delaware is now available for farmers considering a switch to irrigation. The report, "Irrigation: One Key To Producing Top Corn Yields; An Economic Report," was prepared by University of Delaware extension crops marketing specialist Carl L. German. It is based on information gathered from the operation of four center-pivot irrigation systems used on three lower Delaware farms during 1976.

Results of the report are limited because they are based on only one crop year's data. But German feels they show the potential for maximizing returns with irrigation.

Growers interested in obtaining a copy of this informative report should call their county Extension office in Newark, Dover or Georgetown. Ask for the irrigation cost report.

A man from Hamilton, Scotland, recently won an ice cream eating contest. He is reported to have consumed 50 scoops of ice cream in 16 minutes, after which he was treated for frozen tonsils.

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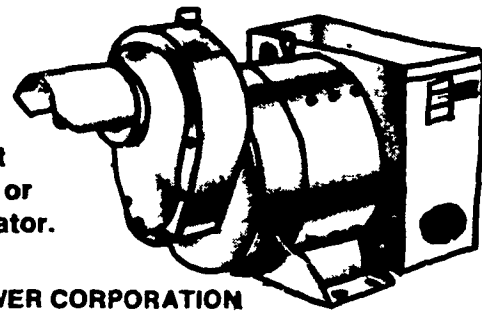
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