

# Yogurt becoming increasingly popular in U.S.

ROSEMONT, Ill. — Yogurt sales have increased phenomenally during the last 10 years. A \$27 million business in 1967, yogurt netted more than \$400 million by 1977 when per capita consumption reached 2.5 pounds.

Available in many varieties, sweeter yogurt, fruit-flavored, sundae-style and frozen yogurts have all contributed to the popularity of this age-old product. Because yogurt is more of a natural food than many others is probably another reason. The convenience offered by carrying and spooning yogurt out of a carton may also be responsible for the current interest in this versatile dairy product.

A spring 1977 survey of 4,000 consumers by the marketing and economic research division of United Dairy Industry Association shows that, overall, more and more Americans are developing a taste for yogurt; consumption doubled between 1972 and 1977.

Survey results indicate

more women eat yogurt than men, with women ages 17 to 19 the most avid consumers; consumption is growing fastest among teenagers. Yogurt is most popular in the Pacific area of the U.S., followed closely by New England; the West Central area, where consumption is the lowest, is just starting to discover the tangy dairy food.

Health watching, too, is considered a good reason for yogurts rise in consumption, with plain yogurt leading the way for many who are dieting. At nine calories a tablespoon for plain yogurt, one can eat a cupful without panic, or use one, two or three tablespoons on a salad with far less calories than a commercial dressing (65 per tablespoon) or mayonnaise (approximately 100 for a tablespoon).

Yogurt matches milk closely in value for calcium, protein and riboflavin. Thus, it can be used to replace at least one of the milk servings daily.

Yogurt was the primitive man's way of fermenting milk, originating in the Mid-East during Biblical times.

Abraham is said to have used goat's milk while Genghis Khan used mare and yak's milk. Today's yogurt is made from cow's milk under rigid laboratory control.

Yogurt has undergone several revivals since it was discovered. During World War I it was made commercially in Spain. In 1929, a Spaniard opened a plant in Paris but it was not until 1950 that it surged to popularity in Europe. Although yogurt has been in the United States since the 1940's among the ethnic population, its current popularity started when fruit was added to yogurt and it was sweetened.

During the past year, frozen yogurt has given an immense boost to the overall picture. Small shops, countrywide, dealing exclusively in the frozen varieties have experienced immense success.

Although yogurt is often eaten as a snack and dessert, it also has extensive use as an ingredient. It is frequently used as a substitute for sour cream in stroganoff, as a topper for baked potatoes or whipped in a blender with cottage cheese and seasonings for a dip.

Yogurt contributes a tender crumb to such foods as pancakes, crepes or pound cake. It can be used as the liquid ingredient for a quiche, the sauce in a chicken casserole or chicken ala king or as an ingredient for a filling for a pie or torte. Frozen varieties have a great use in summer coolers.

A 16-page booklet on yogurt's uses, as well as tips for making it or freezing it, is just 25 cents for handling and mailing. One can order "The Wonderful World of

Yogurt," United Dairy Industry Association, 6300 North River Road,

Rosemont, Illinois 60018, by enclosing his full name and address with the coin

## LOW INITIAL COST. FAST EASY ERECTION. ALL STEEL LONG LIFE.

14' High Opening Easy operating sliding doors

- Two Widths 40 and 48 Minimum length 50 feet
- Additions to length in 25 sections to whatever length you wish
- Multi-purpose building
- Optional accessories so you can have the building just right for you

For a better Farm Building deal it's American

**C. DONALD COX**  
GENERAL CONTRACTOR & EXCAVATOR

W Ralph Cheek, Sales Manager  
R D 1 Kirkwood, Pa. 717-529-2541



## Park pools to open

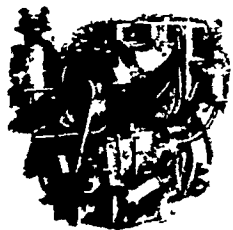
HARRISBURG — State Park visitors were reminded recently by Secretary Maurice K. Goddard, Department of Environmental Resources, of swimming restrictions at beaches and pools brought about as a result of the reduced budget for the current fiscal year.

"Swimming facilities in 54 State Parks were open on the Memorial Day weekend," said Secretary Goddard, "but were closed from

Tuesday, May 30, through Friday, June 2. The swimming facilities will reopen on June 10, and remain open for the season."

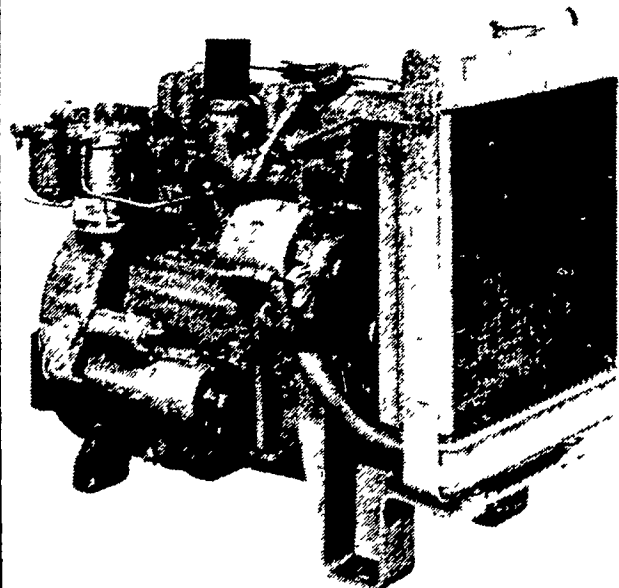
Goddard, who made the initial announcement to the news media concerning the reduced swimming days last April 3, and again on May 18, noted that this was only one of several steps taken to live with a \$700,000 cut in the State Parks budget mandated by the General Assembly last December.

## SLANZI, PERKINS, LISTER & BAMFORD DIESELS



- Good Used Diesel Engines SR 2 12 hp. Lister
- New Sputnik Wheels and Parts
- Used Sputniks in stock.

Perkins Diesel Engine D-3-152  
25 to 40 HP.



NOTICE: HORNING'S WAREHOUSE PHONE NUMBER HAS CHANGED

Call Horning's Warehouse 717-354-4158 or  
If No Answer Call 717-354-4374

Diesel & Gas

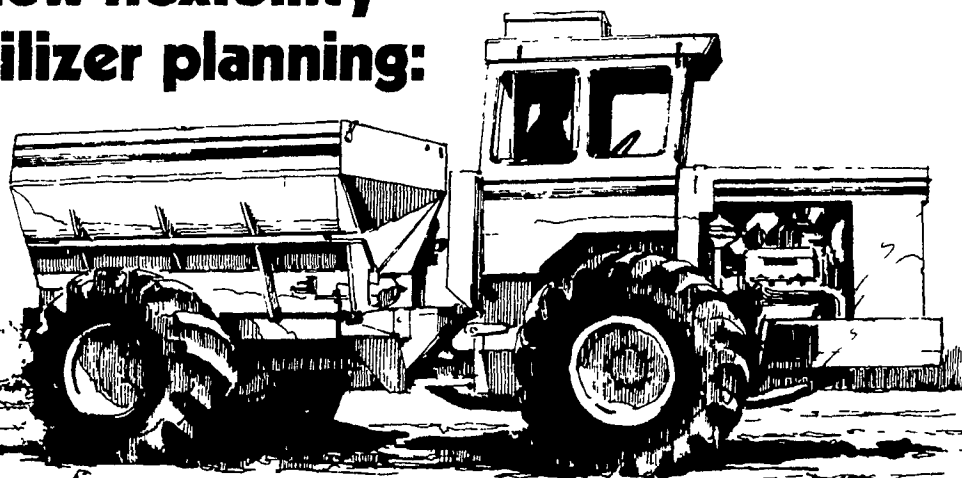
Sales & Service

**SMUCKER'S ENGINE SHOP**

RD 1, Gordonville, PA 17529

# HOW UNIPEL® 10-10-30

## puts new flexibility in fertilizer planning:



This UNIPEL fertilizer provides all of the Phosphorus and Potassium needed for a Spring plowdown application for soybeans. It's also an excellent fertilizer to boost forage yields of legume crops such as alfalfa.

If you use split-application fertility for corn... it provides all the P and K you'll need to team up with the Spring supplemental N of your choice.

The chemical combination of N and P in UNIPEL 10-10-30 enhances Phosphate uptake and increases the fertilizer's efficiency. ORTHO's unique "Phospho-Nitric" manufacturing process for UNIPELS produces its long-lasting form of Phosphate that resists fixation in acid soils and is readily available for plant use whether applied Spring or Fall.

UNIPEL 10-10-30 gives you lots of options for fertility programming. Let's discuss how we can fit it in yours.



**ORTHO FERTILIZERS**

Helping the World Grow Better

# P. L. ROHRER & BRO., INC.

SMOKETOWN, PA.

PH: 717-299-2571