94—Lancaster Farming, Saturday, June 10, 1978

The dairy cow

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to get their products to the people."

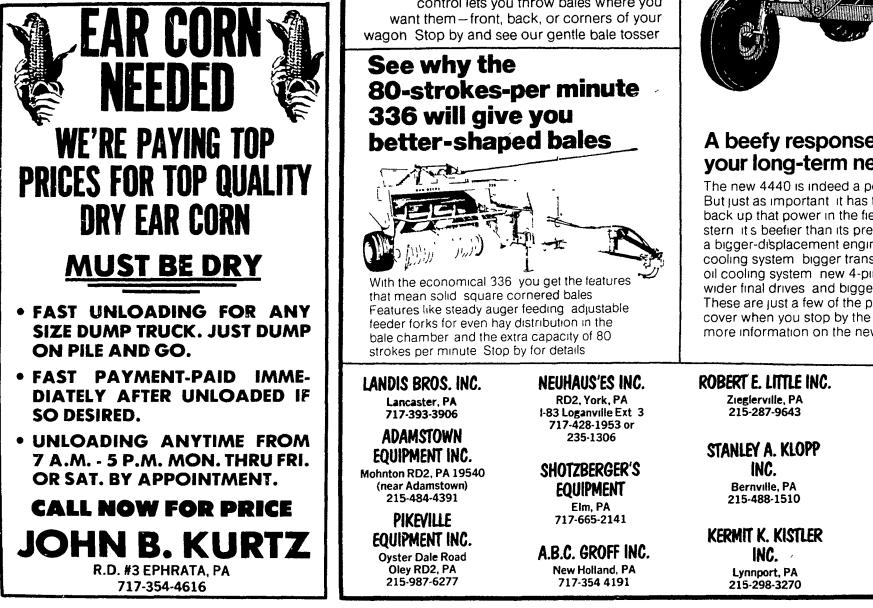
Before calories and cholesterol became dirty words, tastes in dairy products were decidedly different. According to Passmore, every Delaware town of any size had a creamery. There, farmers would take their milk to be skimmed and made into butter. The skimmed portion - considered an undesirable tasteless liquid - was fed to the hogs and chickens.

Sweet creamery butter has not always been standard fare at the dairy counter, either. Because of the lack of refrigeration, they made butter from "ripened" cream which had a most distinctive flavor, to be sure. When a Newark dairyman finally introduced sweet butter (made from fresh cream) in 1906, most people rejected it as too bland.

"Pasteurization and refrigeration were developed at the turn of the century, just when Delaware needed a new agricultural industry," says Passmore. "They'd already been through the wheat industry in the early 1800's, peaches in the mid-1800's and cannery produce in the late 1800's.

Farmers who had made their fortunes in cannery produce left their rural residences to move to the city and let tenant farmers run their farms. It was because of these tenant farmers that the Delaware dairy industry grew up in the Kenton-Dover-Middletown area. As part of the arrangement, the tenant farmers agreed to share half of the crops with the landlord. Thus, the only way these farmers could get ahead financially was by keeping their own dairy cows and selling the milk.

not only creameries, but ice



cream and cheesemaking plants scattered throughout the state. Income from dairy products comprised a substantial portion of Delaware's total farm in-

come. "But the milk market began to decline after World War II when farmers realized they could make more money growing improved crops than dairying," says Passmore. "In addition, sanitary regulations were beginning to be strictly enforced and many farmers couldn't make the improvements necessary to stay in business because either it wasn't their land or they couldn't afford them.'

Then in the 1950's the small businessman in every field discovered that his functions were being usurped by large, national companies. The Milk Marketing Order went into effect and many dairies found it easier to keep the records it required by buying a larger quantity from a few farmers than dealing with many small ones.

The small dairy farmer is now only a memory in Delaware. However, as cow numbers have declined through the years, per cow production has increased even more rapidly so that many cows.



WASHINGTON, D.C. -The U.S. Department of Agriculture is dropping plans for ice cream grades because of public response to the proposal.

Acting Secretary of Agriculture Carol Tucker Foreman said although many persons who com-mented favored grades, they thought the grades would tell them what ingredients were used in ice cream. The ingredient information will be provided by a Food and Drug Administration labeling regulation which will go into effect July 1, 1979.

The proposed quality grading system for ice cream developed by USDA's Food and Safety and Quality Service (FSQS) would have

More milk used

Last year Americans' per captia consumption of all dairy products was 522 pounds - a slight increase over 1976. U.S. milk production reached 123 billion pounds in 1977 - that's enough if lined end to end in gallon cartons to go to the moon and back four and onehalf times. Cash receipts from dairying last year were

been based on the flavor, body and texture and color of ice cream to help customers identify the various quality levels of ice cream found in retail stores.

Ms. Foreman said FSQS would continue to develop consumer grades for food products where they can help customers make buying decisions and that the department would continue to ask for public input in the development of grades and standards.

"This is why we ask for public comment on our draft proposal," Ms. Foreman said. "We want to know before we develop grade standards whether they are going to be of use to the public. In addition, it has become increasingly apparent that consumers may want grades to reflect information in addition to or other than taste, color and such factors. Some comments on the ice cream

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grade proposal reflected a desire to have them reflect nutritional value or other qualities. We do not know whether this can best be accomplished by the grading system or by improved nutritional labeling. Our joint labeling hearing this summer with FDA and the Federal Trade Commission should provide additional answers."

The proposed ice cream grades were outlined in a study draft issued Feb. 21 and comments were invited by April 15. The study draft evolved from USDA's request for public comments on the feasibility of setting up a grading system for Ice cream in October 1977.

FSQS received 464 comments on the draft proposal for ice cream grades. Of this total, 195 were opposed, and 41 expressed no opinion FSQS establishes grade standards and provides grading service on request and for a fee. The USDA grade may be used on foods that have been officially grades.



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