A14—Lancaster Farming, Saturday, February 21, 1981

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Farmers Union commends

HARRISBURG - The Pennsylvania Farmers Union Thursday commended Tony's Pizza president Marvin Schwan for the company's current television advertising campaign stressing its use of real cheese

In a letter addressed to the Marshall, Minnesota-based company, Farmers Union director Leonard Zemaitis complimented the company's strategy of advertising the use of real cheese by Tony's Pizza, instead of artificial substitutes.

"It alerts consumers that other foods contain artificial compounds measuring for real cheese - a message that needs to be told

"We are an organization dedicated to the survival of family agriculture because it is good for America It certainly is heartening to see a National company like Tony's Pizza saying that real cheese is good for Americans," Zemaitis said

Dairymen in Pennsylvania, and nationwide, have faced a loss of dairy consumption at the hands of manufacturers using artificial chemical compounds as substitutes for real cheese

Consumers have been led to think that substitutes are interchangeable for real dairy products, Zemaitis said

By telling the public that artificial substitutes are used by

HARRISBURG -

production in Pennsylvania during

January 1981 totaled 727 million

pounds, up six percent from a year

earlier, according to the Penn-

The number of milk cows in the

commonwealth during January was 716,000 head, up 4000 head

Milk production per cow

from a year ago

sylvania Crop Reporting Service

'real cheese'

other pizza manufacturers, Tony's Pizza is alerting consumers that they are being duped, while selling more of their name-brand products on a basis of wholesomeness and good taste. Zemaitis said this advertising strategy is a help to dairy farmers everywhere.

The Farmers Union is a family farm organization of over 5000 families in Pennsylvania, of which a majority are dairymen

Milk production continues rise averaged 1105 pounds in January, Milk

up 50 pounds for a year ago. United States milk production during January totaled 10 7 billion pounds, four percent above January 1980. Milk production per cow averaged 988 pounds, 31 pound more than a year earlier and 65 pounds above January 1979

Milk cows on farms totaled 10 9 million, one percent above last year

