

Pizzeria earns "REAL" cheese award

WILLIAMSPORT — Brownies Pizzeria located in Scranton, was one of four winners in a "REAL" Cheese Pizza Maker contest sponsored by the American Dairy Association and Dairy Council (ADA/DC). In addition to being recognized for using 100 percent "Real" Cheese in their pizza

recipes, the store, in business for over 25 years, receives 200 pounds of free Mozzarella cheese.

The Pizza Maker contest was a local extension of a national promotion campaign which encourages local pizza store operators to use domestically produced "REAL" Cheese. By



Roberta Bronson (right), dairy marketing specialist for ADA/DC, presents award to Bill Salerno (left) and William Salerno (center) from Brownie's Pizza.

Dairy Marketing

participating in the program, they receive brightly colored door decals and table tents which inform patrons of the quality cheese used on their pizzas.

According to Bill Salerno, owner and operator of "Brownies,"

improved quality for the customer was his reason for signing up with the program. "There is a big difference between 'REAL' and imitation cheeses," said Salerno. "Customers complain about competitors who use imitations."

Approximately 700 pizzerias are currently participating in the ADA/DC program in New York, New Jersey and Pennsylvania. It is one of a number of programs the ADA/DC uses to increase the use of milk and milk products in the foodservice area.

For further information on ADA/DC's free "REAL" Cheese Pizza Maker promotion, call their Consumer Promotion division at 1-800-HOT-MILK.

NFO head criticizes ruling in dairy co-op case

CORNING, IOWA. — President DeVon Woodland of the National Farmers Organization said today he is extremely disappointed with a U.S. District Court's refusal to award damages to NFO in an antitrust action against three dairy cooperatives found liable earlier for conspiring to monopolize milk marketing.

The Eighth Circuit Court of Appeals in St. Louis ruled in 1982 that Associated Milk Producers, Inc., Mid-America Dairymen, Inc., and Central Milk Producers Cooperative were liable for damages because they "did conspire to monopolize milk marketing and eliminate competition through use of predatory, anti-competitive, and unlawful tactics." That ruling reversed the decision of U.S. District Judge

John Oliver of Kansas City that the NFO had failed to prove a violation of the law.

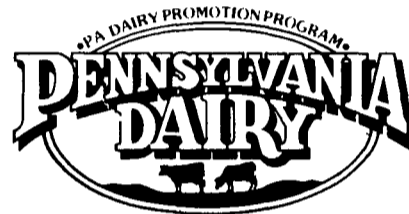
The case was returned to Judge Oliver for determination of the amount of damages to be recovered by the NFO. But he ruled on July 5 that the NFO had failed to prove that the three cooperatives had to pay any damages.

In his July 5 decision Judge Oliver also ruled that the cooperatives should be enjoined from bringing sham litigation to injure the NFO, as they had done in this case, and that the NFO was entitled to monetary awards for costs and attorneys' fees and as a penalty against Associated Milk

Producers, Inc., for destruction of evidence. He directed that the parties promptly engage in procedures designed to ascertain the amount of those awards, following which he will enter his final judgment in the case.

"We believed that we had proved our damages in the manner approved by the court of appeals, and have been surprised by Judge Oliver's decision," Woodland said. "His decision on damages raises the possibility of another appeal in this long fight to see that justice is done."

No decision on an appeal needs to be made until Judge Oliver enters his final judgment, which may not be for several months.



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