

Standards set for tomato juice

WASHINGTON — The U.S. Department of Agriculture has issued a final rule revising the voluntary U.S. standards for grades of canned tomato juice and establishing standards for grades of tomato juice from concentrate.

John J. Gardner, a marketing official with USDA's Agricultural Marketing Service, said USDA developed the final rule at the request of major segments of the

tomato juice industry.

Gardner said the final rule will:
 — Set separate standards for grades of tomato juice from concentrate.

— Modernize the format of the standards to include definitions of terms and easy-to-read tables.

— Remove the word "canned" from the canned tomato juice grade standard because other types of processors and containers

are now being used.

— Redesignate the grade name "U.S. Grade C" to "U.S. Grade B" with no quality change.

Gardner said the rule will improve the standards and promote orderly and efficient marketing of tomato juice and tomato juice from concentrate.

Dairy referendum

(Continued from Page A1)

ready to claim victory for the infant promotions program.

Penn State ag economics professor Blair Smith noted that 16 of the nation's largest co-ops already have block voted in favor of continuing the promotional programs.

That meant, he said, that about 92,000 of the nation's 180,000 producers already are on record in support of the promotional program.

But individual producers, he noted, can register an opposing vote by sending in a separate ballot. And thus today's victory on paper could melt away in the hot August sun.

Although the speakers and panelists all seemed to support the concept of dairy promotion there was some insecurity about the recent evaluation of the first several months of the current national promotions.

In separating the results of the current promotions from those voluntary programs in place before the current, mandated activity, Smith noted that though the combined effect was clearly beneficial, the new promotions may not be paying their way as an investment.

He quickly noted, however, that all the evidence is not in... and the current programs, once fully established, may prove to be very

effective.

The mixed results, he noted, while "not terribly encouraging," are also "not terribly discouraging, either."

One important effect of the program, he noted, is that, if the referendum is passed, the industry "should be able to find out, for once (and maybe for all) whether and to what degree advertising of dairy products does pay."

Smith concluded by noting that, whatever the result of the program, growth had occurred in demand and consumption. And that meant good things for the dairy industry.

"I think if I were a dairy farmer, I would prefer to produce for a market that is steady or expanding, rather than for a market that is steady, if not declining," Smith concluded.

Representatives from Federal Order 4, the National Dairy Board, Mid-Atlantic Milk Marketing Association, and the Pennsylvania Dairy Promotion Board also presented information about their organizations and their role in marketing and promotional activities.

Greenhouse energy loss

ITHACA — A new energy conservation manual for commercial greenhouse operations is now available from Cornell Cooperative Extension. The 40-page illustrated handbook was written jointly by agricultural engineers from three state universities in the Northeast.

This publication is especially useful to growers, greenhouse operators and managers, construction firms and materials suppliers, farm business consultants, and others servicing the greenhouse industry.

Energy for heating typically makes up from 70 to 85 percent of the total energy costs for commercial greenhouse operations in the northern United States. Heating is also the major expense for greenhouse enterprises in southern states, according to the authors.

"Energy Conservation for Commercial Greenhouses" (NRAE-3, \$4) discusses principles of heat loss, greenhouse site selection and design, construction materials, insulation materials and systems, fuels and heating, and ventilation and cooling. One section compares various systems for using heated greenhouse space and their relative efficiency.

The handbook offers a comparison of greenhouse glazing materials, their costs, advantages and disadvantages, characteristics of light transmission, and estimated life service. Worksheets and sample calculations

show how to compute heat loss from typical greenhouse configurations.

The publication can be obtained by mail at \$4 per copy from the Cornell Distribution Center, 7 Research Park, Ithaca, NY 14850. Make checks or money orders payable to Cornell University in U.S. funds only.



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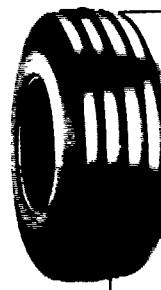
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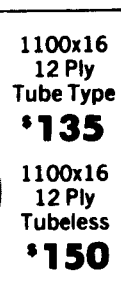
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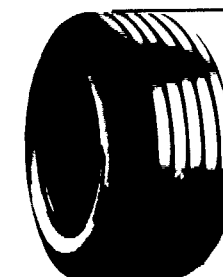


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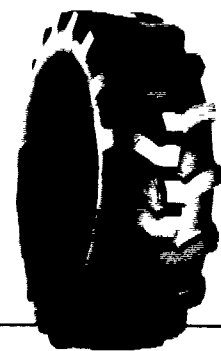
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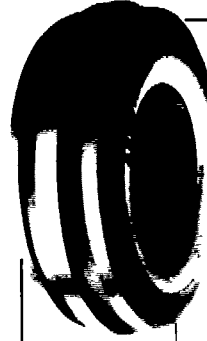
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