

## Hearing Slated on Dairy Products

HARRISBURG — A hearing May 28 on labeling artificial dairy products could have "profound influence" on the future of the dairy industry in Pennsylvania, according to Don Duncan, Chairman of the Pennsylvania Dairy Promotion Program Board.

The hearing will be held at 1 p.m., Wednesday, May 28 in Room 202 of the Pennsylvania Department of Agriculture in Harrisburg.

Other proposed regulations under consideration include tightening milk standards and easing introduction of new dairy products.

According to the Robesonia dairy farmer, deceptive labeling of

artificial dairy products confuses consumers and costs state dairymen millions in sales annually. And the problem is growing.

"Shoppers just can't tell the difference between real dairy products and phony look-alikes," Duncan said.

All artificial dairy products sold in Pennsylvania would be labeled "artificial" in the same size, type style and prominence as the product name if the regulation is approved.

When an artificial dairy product is served in a restaurant, it also is proposed, the product would be so identified on the menu.

Wisconsin and Minnesota have passed similar regulations.

"Dairymen don't oppose the sale of dairy fakes," the Dairy Advisory Board chairman insisted. "We just don't want these phonies riding on the good reputation our natural dairy products have earned for high quality and nutrition."

A big switch to fake cheese has been seen in meat pizzas, with an estimated 75 percent of all meat pizzas now using artificial cheese, Duncan reported. "That alone is 50 million pounds of natural cheese we aren't selling," the Berks County farmer said.

Importer casein is substituted for milk in imitation cheeses,

Duncan explained. It also competes for the consumer dollar in cottage and cream cheeses, coffee whiteners and bakery goods.

The National Milk Producers Federation estimates that this broad scale substitution of casein costs taxpayers \$300 million each year in the purchase of additional surplus dairy products.

Duncan strongly endorsed another proposed Pennsylvania regulation that would cut the maximum somatic cell count allowed in milk by 50 percent.

"It can only improve the quality of our dairy products," the Penn-

sylvania dairyman said.

He also favored the temporary marketing permits proposed for new dairy products.

"This will encourage the temporary marketing permits proposed for new dairy products."

"This will encourage research and make it easier for the dairy industry to test-market new products," Duncan said. "It is a benefit for consumers and dairymen alike."

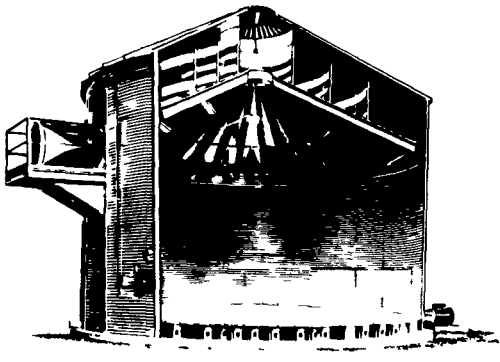
The Pennsylvania Dairy Promotion Program is the advertising, promotion and research arm for 4,000 dairymen-contributors.

## Little Dutchmen FFA Tops County Land Judging Contest

Little Dutchmen FFA members swept the top 20 places in the county land judging contest held May 6 at the Kenneth Sellers farm, Lebanon.

The top ten places in order are: Lynn Schwenk, Scott Brinser, Daniel Brandt and Allen Heagy, tied for third, Kent Hoffer, Dale Balmer, Sue Elliott, Brian Meyer, John Gilbert, and Eric Harnish.

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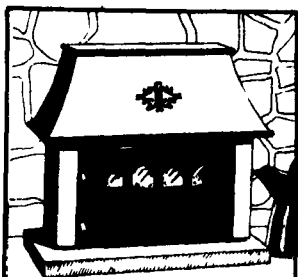
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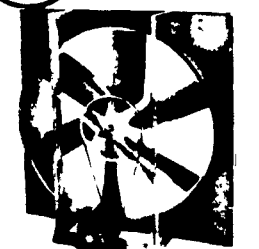
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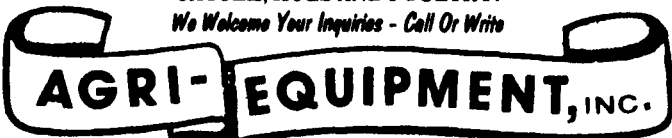
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