

The Dairy Business

By
Newton Bair

Competitive Nutrition

There are all kinds of angles that might be explored in milk marketing. personally, I think mostly about what tastes good when I think about nutritive values of what I eat. But with all the hubbub about vitamins, calcium, and especially about fat these days, I wonder about the negative publicity we get.

The publicity that is generated by so-called "research nutritionists", who always seems to emphasize the negative.

Why do we always get the impression that milk is too high in fat, for instance? I think that FAT gets entirely too much play in the press. Isn't whole milk actually only about 3.7% fat.

I'm not alone in assuming that that means it is actually 96.3% fat free! How many other good and nutritious foods can make that claim?

Sure, whole milk does contain some of that stuff called cholesterol. The stuff that clogs the arteries and blows the blood pressure. Doesn't nearly all the good stuff we eat, like beef, pork, and eggs contain both fat and cholesterol? Don't kid yourself, some vegetables also contain the same thing.

Now mother nature doesn't like to be kidded, so she must be taken seriously sometimes. Eating would be pretty bland, and life would be quite dull if we had to live on spinach and water. If Mama Nature Puts a little extra zoom in the best foods, there must be a reason.

Why is it that people live longer and are more productive in the countries that eat the most meat and drink the most milk?

Many Third World people subsist on manioc and milo, strictly vegetable and no fat or cholesterol. Their average life expectancy is

less than forty years, and they are not leaders of mankind these days.

We ought not miss the boat on calcium either. No one denies that milk is one of the best sources of calcium for the body.

But some enterprising sales promoters are marketing lime pills, to be taken twice a day so you don't get osteoporosis! Might as well go lick the foundation of the house, or chew on a bit of limestone for breakfast! Not very tasty, but a lot cheaper than buying pills. But then, that wouldn't do much for the pill industry, would it?

Hey, maybe it would be profitable to set up a roadside stand and sell "limestone pellets" for strong bones. Easier and cheaper than milking cows, and purely "natural". I'm not sure what chewing them would do for the teeth though. They would probably be like the cows that graze on short grass in stony soil - strong teeth but worn below the gums!

But wouldn't the profit be tremendous? Lets see, at just thirty nine cents for an eight ounce bottle that would come to seventy six cents a pound, or \$1520.00 a ton for limestone.

Don't let anyone else in on your secret. The competition is already pretty heavy.

It is just that ridiculous kind of competition that the Dairy Business must constantly fight. Certainly, we don't want to be a party to that kind of phony business. But in order to combat it and compete for survival, we need to continue the type of advertising that is just started to grace the TV screen. Not only the "Health Kick" angle, but also the goodness of Dairy products.

For years we depended on people to buy our products because they were cheap and good. It is time

that we tell the truth about both good health and good taste. We don't need to sell pills to do that. All we need to do is shout a little louder than the pill pushers about good taste. Most people would rather eat Ice Cream or Cheese, than eat calcium pills that have no cholesterol.

But they need to be reminded of it, or they might go back to eating calcium pills and sawdust. I wonder how long it will be until someone tries to market a pill containing Cholesterol? Or maybe even Fat pills?

Don't be surprised if someone tries to manufacture and sell

genuine, pure and natural "Cow Pills". We already have the jump on them, if we do not keep the secret under our hat.

June is Dairy month, a good time to bolster our attitudes about innovative promotion. We have a real edge, so let's use it, not lose it.

Pittsburgh Set For Dairy Festival

HARRISBURG - It'll be party time for the noon hour crowd in downtown Pittsburgh June 3 when the Pennsylvania Dairy Promotion Board officially kicks off June Dairy Month for the state's 14,000 dairymen with country music, cows, calves and free ice cream.

The country celebration, complete with a square dancing demonstration, will be held from 11 a.m. to 3 p.m. in Market Square, according to Elder Vogel, Rochester, a member of the state dairy advisory board who is helping to coordinate the event.

Vogel said that Pennsylvania Dairy Princess Beth Heald, State College, will preside over the mid-day festivities along with Washington-Greene County Princess Laurie Duran of Bulger.

A butter-making demonstration conducted by local dairy princesses, is also part of the

festivities.

"We want to remind our city friends that milk and other dairy products are fun and great tasting," the Rochester dairyman explained. In 1985, the June Dairy Month kickoff was staged in Philadelphia.

The ice cream will be provided by western Pennsylvania milk dealers.

"And they promise plenty of free milk and other dairy products to go along with the scoops of ice cream," Vogel said.

Agriculture is the number one industry in Pennsylvania, and dairying is the leading agricultural enterprise. The Pennsylvania Agricultural Statistic Service estimates Keystone State

dairymen received \$1.3 billion for milk produced in 1984.

Pennsylvania ranks fifth nationally in total milk production, and second in the manufacture of ice cream and Italian cheese.

"Not a penny of tax money is being spent on our kickoff party," Vogel said. "The full tab is being picked up by the western Pennsylvania milk dealers and the 4,000 dairymen who contribute to the Pennsylvania Dairy Promotion Program," he noted.

An average person eats 1,426 pounds of food per year, 3 ounces a day more than 20 years ago.

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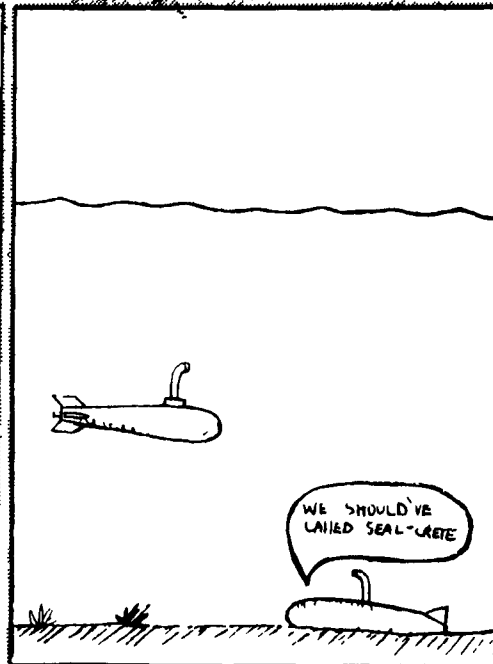
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