



OPINION

Times Do Change

You were not born yesterday if you can remember the noise of the morning milkman making his rounds from house to house with those bottles rattling. Today's youth hardly know they existed, along with the ice man, the baker, the butcher and others who make regular stops and deliveries to homes.

And you are beyond the stage of puberty if you can recall going out to the porch on a wintry morning to see the cream, frozen, and pushing the cap above that glass, quart bottle. Woe unto the lad who helped himself to some of that frozen delight for this was the cream for dad's coffee.

Yes, milk buying habits have changed through the years as to location, type of container, and even the type of product favored by today's consumer.

Twenty-eight years ago the average Pennsylvania milk buyer had it delivered to the doorstep in glass quarts and preferred the regular homogenized product, though a number at that time still were buying creamline milk. The current homogenized product didn't come onto the market until after World War II.

Today, the consumer brings the milk home from the store, buys most of it in paper cartons, plus a fair amount in plastic, with purchases about equally divided between gallons and half-gallons. While homogenized milk still is the most popular, one quarter of the selections are for low-fat products.

This latest information comes from the biennial report issued jointly by the Pennsylvania Milk Marketing Board and the Department of Agricultural Economics at Penn State's College of Agriculture. The statistics are based on October sales in the state and is entitled "Characteristics of Fluid Milk Sales in Pennsylvania". The first report was for 1957, though the Milk Marketing Board has had statistics since its inception in the late '30s. The recent study shows October, 1985, purchases which amounted to over 100 million quarts.

BUYERS SHIFT TO STORES

Back in 1957, nearly 55% of the milk was home delivered and still remained at the 45% level in 1965. By 1975 this had dropped to 14% and by 1985 only 3.2% of Pennsylvania milk sales were to the home. Restaurants and schools continue to purchase about 7% of the output.

Of course, if you can remember back before World War II, almost all milk was delivered to the home on a daily basis, including Sunday, according to Earl Fink, executive vice-president of the Harrisburg-based Pennsylvania Association of Milk Dealers. During the "big war" every other day delivery became mandatory to cut gasoline costs, even though much of the milk in the big cities still were

using horse-drawn wagons where the horses knew the routes and the customers as well as the milkman themselves.

Then, as delivery costs mounted, due to the man hours and gasoline used for a relatively small home delivery volume, people began to buy milk at the store, said the milk dealer spokesman. In addition, the rise of the readily accessible convenience stores made such items as milk more convenient. This practically marked the end of house calls by the dairyman.

CONTAINERS CHANGE

Containers also have changed over the years with new technology, said Fink. In 1957, there was no plastic milk bottle in the state and glass was still a 56% favorite, most of the rest being in paper cartons with some bulk sales. By 1965, 60% of sales were in paper, with glass down to 36%. Plastic showed up in the '75 figures and 31% was in the new container, glass amounting to under 7%. Today, less than 1% remains in the old familiar bottle and paper is just a bit more popular than plastic—50% to 46%.

The quart container was the favorite for decades and when the report first came out in 1957, 66% was sold in this bottle. Gallons then were practically unheard of for milk. By 1965, the half-gallon equalled the demand for quarts but by 1975 only 10% was handled in the familiar 32 oz. bottle. Then half-gallons and gallons were about tied, each getting about one-third the volume. Today, better than 45% moves out in gallons, 30% in the two-quart size, with quarts down to 7%. The rest is in pints, half-pints, etc.

What does the consumer buy today?

The original product sold by dairies was cream-line milk but after World War II homogenized milk, fortified with Vitamin D was introduced, according to the milk dealer representative. The homogenization process merely breaks up the fat globules by driving the milk with extra force. This makes it much more digestible, similar to mother's milk.

In 1957 about 15% of the sales remained in the product with the cream on top but homogenized milk was the leader. By 1965, 84% of the sales were with the no-cream line milk and 10 years later lowfat milks began to cut into the regular milk market. Today, just over half the milk sold is homogenized with lowfat and skim products grabbing about 35%.

"In years gone by no one wanted skim milk—you couldn't give it away," said Fink. Today, just about 7% moves with this product, which means over 7 million quarts a month in the Keystone State. This is due to two reasons.

First, lowfat and skim became popular in the drive to cut salaries.



NOW IS THE TIME

By Jay Irwin
Lancaster County Agriculture Agent

To Utilize Corn Stalks

Corn producers who are not making the crop into silage might consider making the corn stalks into bedding materials. The market value of all livestock bedding is quite high, and can be used on the farm or sold to others. After the corn is picked and the stalks dry, the corn can be shredded and baled.

This material makes very good bedding for box stalls and feedlot pens; the fodder absorbs water rapidly and when shredded gives less trouble in mechanical handling. When used on the farm as bedding, it can still be returned to

the soil as added organic matter.

To Protect Corn In Storage

Corn harvested for grain is an important crop for most farmers; therefore, good corn storage is very important. It should be protected from the weather, given proper ventilation for drying, and then protected from rodents. This rodent menace is one that needs more attention on many farms. Mice and rats like to make their homes in corn cribs and storage places when given a chance. Make an effort to eliminate all nesting places and practice good sanitation to keep populations down. Rats have a new litter every 30 days — multiplying so rapidly that a pair could have 15,000 descendants in a year's life span. All rat bait stations should be located where children and pets cannot come in contact with the bait.

It is estimated that each rat causes \$28.00 in damages. They are very destructive and are costing farmers a great deal of money.

To Practice Good Public Relations

Farmers should be concerned about their image in the community. In most cases it's very good, and the majority of non-farm people in rural areas respect the needs and problems of the farmer. The image can be improved by getting better acquainted with

your non-farm neighbors.

We urge farmers to invite nearby neighbors to see their farm operation. In many cases a better understanding of the various farm operations will eliminate disputes and hassles about noise and odors.

Also, I would encourage farmers to become involved with community activities. You'll find that people who understand each other seldom have serious problems.

To Apply Lime

First test the soil, then apply the needed lime before the soil freezes. That 1-2 order of events should have a high priority now as we finish one growing season and plan ahead for the next.

In order to do its job of correcting soil acidity, lime must come in contact with the soil particles, not just those on the soil surface. Weather changes during the next 6 months will provide just the right conditions to do lots of mixing of lime and soil within the topsoil layer. Freezing and thawing, rain, snow and ice, help to move the lime downward.

During the fall season fields are firm and usually dry enough to allow lime spreading trucks to move about more easily. Deliveries of lime can be made on time.

The Cooperative Extension Service is an affirmative action, equal opportunity educational institute.

Farm Calendar

Saturday, October 11

Berks County Sheep Tour; contact Clyde Myers, 215-378-1327.

Ox Roast, Witmer Fire Company. Maryland Shorthorn Association Calf Sale, Frederick Fairgrounds, 7 p.m.

Hay Creek Valley Apple Festival, Historic Joanna Furnace near Morgantown, 7 a.m. to 4 p.m. Unionville Fair Beef Show, 9 a.m.

1 p.m. Contact Dr. Joseph Wiesenbaugh, 301-797-4078.

Monday, October 13

Lancaster Farmer's Association Annual Meeting, Country Table Restaurant, 7:30 p.m. Fulton Grange 66 meeting, Fulton Grange Hall, Oakryn. New officers will be installed.

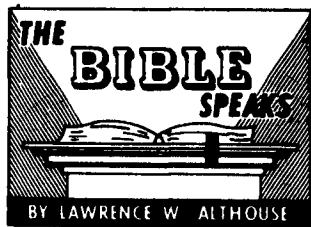
Sunday, October 12

Mason/Dixon Angus Sale, Rocky Forge Farm, Hagerstown, Md.,

Actually, this could be a mistake, he added. "People have a wrong impression about the amount of fat in milk, thinking it contains 10%, 20% or more. Actually, less than 4% of the volume is in fat and one must remember the many great nutrients in bossy's best such as calcium and other minerals."

In addition, Fink continued, "The product today is far better than it was some decades back. Vitamins A and D are added, the product often is fortified with extra skim powder to give it more body and to improve the flavor."

Some 365 distributors of milk participated in the study of the 1985 sales, including dealers who process and distribute milk, those who buy their milk already packaged but do the delivering (known as sub-dealers), and farmers who produce some milk, may buy additional volume and also put it on the market. When these reports were first issued in the middle '50s, there were 762 involved in milk distribution and, according to milk dealer records, there were well over 1,100 back before World War II. Times do change.



WITNESSES AGAINST OURSELVES
October 12, 1986

Background Scripture: Joshua 24. Devotional Reading: Joshua 23:14-16.

The trouble with most of us, I believe, is not that we are insincere in the vows we take and the commitments we make, but that we tend to either forget what we have promised, or gradually weakened in our resolve. There are, of course, times when we may knowingly and willingly violate our commitments, but I like to think that these are the exception, not the rule.

CHOOSE THIS DAY

It also follows, I believe, that we are more likely to fulfill our commitments when we are confronted with the reality of choosing either to do or not do so. Thus, if, from time to time, we are con-

fronted with the promises we have made and are challenged to renew or reject them, we are much more likely to be faithful to them. For most of us, then, making a commitment is not enough, we need to be confronted occasionally so that we may be given the opportunity to consciously affirm or deny it.

This is what Joshua did with the people of Israel at Schechem. His purpose in summoning the elders of Israel was to remind them of Israel's solemn covenant with the Lord, calling to remembrance, both what God had done for them and also what they had promised to the Lord. This was nothing new to them — the mighty acts of God had been told and retold throughout their history and their promises were well-known to them. So, the meeting is not to tell them what they do not know, but to remind them of what they already know.

WE ARE WITNESSES

Thus, Joshua challenges them with these dramatic words: "Now therefore fear the Lord, and serve him in sincerity and in faithfulness... And if you are unwilling to serve the Lord, choose this day whom you will serve..." (24:14,15). This is not the first time that Israel has been challenged to make this commitment. Actually, the meeting at Schechem is an opportunity to renew it.

There is no equivocation on the part of the people. When Joshua warns them against a divided loyalty, they respond: "Nay; but we will serve the Lord." And Joshua responds, "You are witnesses against yourselves that you have chosen the Lord to serve him." Undaunted, the people reply, "We are witnesses."

Are there not many times when you and I need to be confronted with such an opportunity to consider and renew our vows and covenants?

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