



OPINION

Add Fizz To Milk Sales

Here's an idea worth regurgitating several times. According to Dairy Center Pipeline, published by the United Dairy Industry Assn. lots of people are talking about carbonated milk put in soft drink bottles to crash the soda market.

It all started with a UDIA news release, then came a short story in Advertising Age, a leading marketing trade publication. Enter *The Wall Street Journal* whose reporter interviewed Dairy Research Inc. (DRINC) President Tony Luksas, Ph.D. From there, the masses of media followed.

Carbonated milk, one of several products currently under development at the DRINC laboratory, has captured the imagination and interest of newspaper, radio and television reporters across the country ... and almost the world.

In the Sept. 17 Wall Street Journal story, Luksas described work on the carbonated milk, a beverage which begins with skim milk and contains all its calcium and nutrients. Carbon dioxide is added for carbonation, along with a flavoring — although some prefer the taste of plain carbonated milk, which Luksas has likened to club soda. Others find it more flavorful than club soda, but almost all agree it has a lighter, different flavor than milk. Some of the flavors tried to date include root beer, cola, coffee, mint, apple, coconut, chocolate, orange cream and pina colada.

DRINC researchers say it will take another year in the lab before the process is perfected enough for approaching dairy processors in co-ops and private industry. In the meantime, the carbonated milk is enjoying an amount of publicity rarely achieved by a new product.

Johnny Carson talked about it in his monologue on the Tonight Show. Time magazine ran a piece. USA Today heralded it on the first page of their "LIFE" section. The British Broadcasting Corporation

completed two interviews — one of them from London — with UDIA's Communications and Public Relations Director Marilyn Wilkinson.

Ted Turner's CNN television network trekked out to the lab to film interviews, as well as do a little carbonated milk sampling with pizza, nachos and chips with dip — foods often consumed with soft drinks.

Also making the filming-sampling visit were two Chicago stations and the NBC affiliate in Milwaukee. Although all the figures aren't in, current circulation figures from the publications which carried the story total 35,032,230 and the number of viewers who have seen the story on television is inestimable.

The prize for furthest point of interest goes to an Australian radio station, which talked with Salah Ahmed, technical director of DRINC Development Laboratory.

"It's seldom a product merits this kind of media interest," commented Wilkinson. "What's really encouraging is that the media is often a barometer of the consumer interest. I'd say we've seen a very good omen for fizzy milk."

Luksas agrees, and adds that the media is not the only interested party. He's received calls from the liquor industry, the flavoring industry, processors — and even one volunteer for a consumer taste panel when DRINC is ready to form one.

First, though, senior management staff members of UDIA will take the taste test. They are scheduled to hold their Dec. 15 meeting at the DRINC lab where they'll see and taste first-hand the bubbly concoction.

"If carbonated milk could capture just 3 to 4 percent of the soft drink market," predicts Luksas, "we could put a giant dent in the dairy surplus." Now, that's a way to add some fizz to milk sales.



NOW IS THE TIME

By Jay Irwin

Lancaster County Agriculture Agent

To Appreciate Farm-City Week

"Businesses working together to help create mutual understanding," is the theme of the 1986 Farm-City Week being observed Nov. 21 through 28. The purpose is to bring a better understanding of problems existing between the rural and urban segments of our society. Some people may think that agriculture is a diminishing industry, but this is not true. There are fewer farmers but each farmer is now producing enough food to feed 116 people—86 in the United States and 30 overseas. That figure of 116 is up from only 46 people per U.S. farmer in 1960.

In early times, 98 percent of the American population farmed and 2

percent lived in villages. Today, this situation has reversed. Only 2 percent of our population farm, and the other 98 percent buy food from stores and restaurants.

Approximately 15 to 17 million U.S. jobs, and about 25 percent of our economy is based on agriculture. We need to maintain a strong agriculture. We urge you to take part in Farm-City Week events.

To Mulch Strawberries

Winter injury has been a problem in strawberries for a number of years. Crown injury can be reduced by applying mulch to protect them for the winter. The best time for application is from mid-November to mid-December. The exact date depends on weather conditions. But a good rule of thumb is to apply mulch when the temperature begins to stay around 20 to 25 degrees F. If it drops to 15 degrees or lower, unprotected strawberry crowns could be injured. In any case it's a good idea to mulch the plants after they have been exposed to a few good freezes. Mulching is a very good practice to insure a better crop next summer.

To Stretch Your Food Dollars

With food being the largest single item of cost in producing meat and milk, it's important to make feeds go further. Several things can be done to accomplish this. Here are a few. Avoid feed waste and spoilage. For more efficient utilization, test your

forages and balance your rations. Also, feed frequently and offer animals smaller portions at each feeding; this is one of the benefits of electronic feeders.

Where practical, it may be beneficial to blend some or all of the ration, such as in total mixed rations. Grind and chop feeds to the proper length. For example, corn kernels should be broken into about 6 pieces for dairy cattle. Take advantage of good feed buys. Don't waste feeds on non-productive animals; cull low producers, problem cows and excess heifers of questionable genetic merit.

To Check

Fire Extinguishers

This is the time of year that our barns and other buildings are filled to capacity with hay, straw, grain, tobacco and machinery. We want to make certain that fire extinguishers are mounted in each building, including your home.

The first step is to have the extinguishers; the second step is to be sure they are in good working condition; the third step is to be sure that all members of the work force and family know where they are located and how to operate them. In many cases a good fire extinguisher can help control a fire until the fire company arrives. And finally, be sure they are checked and filled with the proper chemical.

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

Poultry Serviceman's Seminar, Evaporative cooling, Holiday Inn - North, Lancaster, 6:30 p.m.

Tuesday, November 11 State Farm/City Kick-off Banquet, 6 p.m., Wilson College, Chambersburg.

Grape Production School, Lancaster Farm and Home Center; continues through Nov. 13.

Blair County DHIA meeting, 7:15 p.m., Central High School Cafeteria.

Pa. State Brown Swiss Association Annual Meeting, Best Western Inn, Carlisle.

Peninsula Horticultural Society Meeting, greenhouse and nursery session, Wicomico Youth and Civic Center, Salisbury, Md.

Lehigh Valley Farmers annual dinner meeting, VFW in Troy, 7:30 p.m.

Wednesday, November 12 National FFA Convention, Kansas City, Mo.; continues through Nov. 15.

Wayne County 4-H Capon Roundup, Honesdale Courthouse, 7:30 p.m.

Thursday, November 13 DHIA Banquet, Guthriesville, East Brandywine Fire Hall, Route 322, 7 p.m.

Berks County Farm City Banquet, Reading Motor Inn, 6:15 p.m. Contact: Clyde Myers, 215-378-1327.

Wayne County DHIA annual meeting, Belmont Corners Firehall, 7:45 p.m.

Friends of Ag Land Preservation annual meeting, Miller's Smorgasboard, 7 p.m.

Northumberland County Estate Planning Program, 7:30 p.m., Courthouse basement, Middleburg.

Friday, November 14 Berks County 4-H Recognition Night, Berks County 4-H Community Center. E. Pa. 4-H Beef and Lamb Show/Sale, Ag Hall, Allentown Fairgrounds. Show, 2:30 p.m., Nov. 14; Sale, 10 a.m., Nov. 15.

Saturday, November 15 Md. Food and Wine Celebration, 11 a.m. to 8 p.m., Baltimore Museum of Industry,

Baltimore, Md. Continues Nov. 16, noon to 6 p.m.

Flemington, N.J. County board of ag annual dinner. Social hour, 6 p.m. Dinner, 7 p.m., Quakertown Firehouse. For reservations call 201-788-1338.

Farm Toy Show and Sale, Americana Host Farm Resort Hotel, Route 30 East, Lancaster, 9 a.m. to 3 p.m. Auction, 5 p.m.

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Farm Calendar

Saturday, November 8

North American International Livestock Expo, Louisville, Ky.; continues through Nov. 21. Baked Ham Supper, Goodville Fire Hall, 2 p.m. Adults, \$6; children under 12, \$3. Pa. State Beekeepers Association annual meeting; contact Mrs. Glenn Crimbring, 717-673-8201. Lancaster County 4-H Lamb Roundup, Manheim Farm Show Fairgrounds, 11 a.m.

Monday, November 10

National Grange Convention,

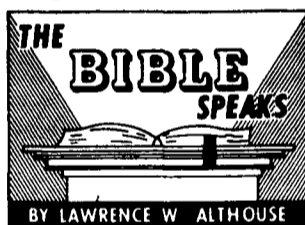
Madison, Wisc; continues through Nov. 16.

Berks County 4-H Recognition Night, 6:30 p.m., Berks County 4-H Center.

Pa. Farmer's Union Annual Convention dinner, 6 p.m. Genetti Lycoming Hotel, Williamsport; meeting continues through Nov. 12.

Sulbra Crop Management Association Directors, Bradford Extension Office, 8 p.m.

Northumberland County Estate Planning Meeting, Danville Area High School, 7:30 p.m.



FATAL CHOICES
November 9, 1986

Background Scripture: 2 Kings 24:18 through 25:21; Jeremiah 7
Devotional Reading: Jeremiah 7:7.

Despite the fact that Zedekiah, the King of Judah, "did what was evil in the sight of the Lord" and was largely responsible for the downfall of Judah and its capitol, Jerusalem, I cannot help but feel sorry for him. For the writer of 2 Kings tells us that Zedekiah was captured by the Babylonians and "They slew the sons of Zedekiah before his eyes, and put out the eyes of Zedekiah, and bound him in fetters, and took him to Babylon" (25:7). We don't know how long Zedekiah lived after that, but until his dying day he could hardly blot out of his mind that terrible scene before Nebuchadnezzar. It was a

tragic fate for anyone.

ZEDEKIAH REBELLED

At the same time, the fate that he suffered and the fate he brought down upon the people of Judah was a natural and logical consequence of the choices that both Zedekiah and his people made. The writer doesn't tell us precisely what was the "evil" he had done in the sight of the Lord, but indicates simply that it was similar to the evil done by his predecessor Jehoiakim — the continual dilution of the faith and fibre of Israel with pagan values and practices.

On the surface, it would seem that these practices and values are totally unlike anything we know today: sacred prostitution, child sacrifice, wild, orgiastic rites and so forth. But what pulled down Israel and later Judah was, for the most part, an ancient version of a moral disease that is still very much with us today: the secular materialism that leads us to find our salvation and solutions in "things" rather than within our own spiritual resources.

IN GOD'S SIGHT

The evil of Zedekiah, Jehoiakim and their people was not so much that they publicly rejected the Lord of Israel, but that they made daily choices which gave them material things that seemed to make God unnecessary. Materialism is always a substitute for God and it is probably the most insidious and seductive alternative, because it always appears so reasonable and harmless. Even when Zedekiah decided to rebel against the Babylonians, the basis of his action was not trust in God, but in the military and diplomatic resources of the southern kingdom. These were the fatal choices which he made.

And what about us today? Is it not possible that we too are complacently making fatal choices?

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