

FTC Denies ADA Petition For Use Of Fat-Free Slogan

WASHINGTON — The Federal Trade Commission has denied a request by the American Dairy Association to reverse a ruling which prohibits milk advertising from using the phrase 96 percent fat-free.

A petition filed jointly this summer by the ADA, the Wisconsin Justice Department, and the Wisconsin Milk Marketing Board, requested a termination or moderation of a 1973 FTC decision, according to Jean Wegner of the United Dairy Industry Association. At that time a radio jingle proclaiming milk as 96 percent fat-free was playing and became the subject of the ruling.

The FTC termed the slogan misleading and offered false benefits, Wegner explained. Included in the decision was the claim that milk was neither low in fat or calories. The FTC ruling stated that 96 percent fat-free implied that 96 percent of the fat in milk had been removed, she said.

However, the promotional phrase can be used, according to the 1973 decision, if the ads disclose the amount of calories or grams of fat in a glass of milk, the UDIA spokesman said.

"The ADA has not shown any material change in fact or law — a requirement for vacating the order," according to Sherry Blount of the FTC. Therefore, she continued, the ads are still misleading.

The law prohibits advertising milk as any percent fat-free without the caloric content included in the promotion, the at-

torney in the enforcement division of the FTC stated.

When a decision is considered by the FTC, there is a public comment period. During this time positive or negative comments regarding the pending decision are filed with the FTC.

Over 130 comments were received by the Commission concerning the fat-free slogan, Blount said. "This is an exceedingly large amount for an order-amending decision," she said.

The majority of the comments were in favor of vacating the order, she noted, and were received from individual farmers in the dairy belt. Also filing comments in opposition to rescinding the order were nutrition groups, the American Heart Association and the Center for Science in the Public Interest, a Washington based, privately funded, consumer interest group.

"The Commission considered every comment in making its decision," Blount said. However, the positive comments were no longer than a paragraph and offered no justification as to why the order should be repealed, she noted. Three organizations filed extensive comments why the original decision should remain in place, the FTC spokesman added.

Blount said the Commission announced its decision on Dec. 17.

Wegner explained that the Food and Drug Administration's rules for dairy products labeling made the FTC's ruling unnecessary. Other

food companies make similar claims concerning their products without making similar caloric disclosures, she explained.

"We are going to study their document and pursue the topic in the future," the UDIA spokesman said, adding that the subject is not closed.

"Our present campaigns are working well. The recall is very good and the Real Seal recognition is high," Wegner said. There were no plans to start a fat-free campaign when the order-amending petition was filed, she added.

The Center for Science in the Public Interest opposed the ADA's petition for three reasons, according to the consumer group's legal director, Bruce Silverglade.

He said the ad is deceptive since it implies whole milk is low in fat. And, he added, authorities consider milk to be high in fat. "The dairy industry has low fat products to sell. We wish they would spend their dollars promoting the low fat products instead."

Milk is 87 percent water, Silverglade noted, creating a dilution factor which reduces the percentage of any component. He cited this as a reason milk might be perceived as low fat.

Consumers would perceive that 96 percent of the fat in milk has been removed if the phrase were permitted in advertising milk, the legal director said as the final point in the group's comment.

Scott Ballin of the American Heart Association, which also filed a comment in opposition to

rescinding the order, echoed Silverglade. He said Association would have no problem in terming 2 percent milk as 50 percent fat-free since half of the fat has been removed.

Vice president and legal counsel

for the AHA, he added that drinking whole milk is not in the public interest when alternatives, lowfat and skim milk, are available. He noted that a diet high in fat could lead to cardiovascular disease.

Mennonites Have Responsibility To Help Farmers, Leader Says

Mennonite Christians who farm have a responsibility to God to take care of the land, Wilmer Heisey of Mennonite Central Committee told a group of farmers and others recently at a seminar in Smoketown. "At the same time, the church has a responsibility to support farmers who are in financial difficulty," he said.

Heisey, who is executive secretary of MCC U.S., has been actively involved in helping Mennonites affected by the current farm crisis. He made his comments at a seminar attended by more than 50 persons on "Dilemmas of the Mennonite Farmer," sponsored by The People's Place Associates, Intercourse.

Christian farmers in North America are influenced by two traditions, Heisey said. On one hand, their forebears were pioneers who came to the New World for opportunity, not only for religious freedom.

The pioneer "buys a place, breaks land, and gets ahead," Heisey said. The pioneer outlook is

characterized by "the itch to improve and enlarge" and to gain wealth and power.

But Christians are called to be stewards or tenders of the land, Heisey said. Their interest should be in giving to the world and to future generations.

Being a steward is not an easy task, participants at the meeting agreed.

"My accountant tells me I ought to let the ground sit and take the government check," one farmer said. "How do I as a Christian reconcile that with my concern for stewardship of the land?"

"I heard just yesterday that the ground next to me is going to be sold for a K-Mart," another farmer said. "I'm interested in passing on to our children."

Other participants raised questions about the use of fertilizer, land values, and the effect of financial pressures on family life.

Several farmers said they are struggling just to survive. Other participants said they haven't been hit by the economic crunch yet but are worried about what lies ahead.

The situation in the East is "about two years behind" that in the Midwest and West, a Lancaster County farmer warned.

Hard times are a challenge to the church, Heisey said.

Mennonites have "learned how to respond to people in trouble on the other side of the world," he pointed out. "But what do we do when that person's farm adjoins ours?"

Farmers who survive sometimes feel smug in relation to those who have failed, Heisey observed.

"I think we've come to the idea that God will honor us if we work hard," he said. "We've come to a theology of success. We don't have a theology of failure."

Affluence and an emphasis on self-sufficiency have made it hard for people to care for each other, Heisey said. But Christians must learn to be both givers and receivers.

Response to farmers in trouble is not just a farm issue, the speaker contended. Rather, it's a matter of bringing faith and finances back together.

Responding to troubled farmers makes it easier for the church to respond to other members who are in need, Heisey said.

Helfrick Reappointed

HARRISBURG — Sen. Edward W. Helfrick, R-Northumberland Co., has been reappointed chairman of the Pennsylvania Senate's Agriculture and Rural Affairs Committee for the 1987-88 legislative session.

"I look forward to another two years at the helm of the Agriculture and Rural Affairs Committee," said Helfrick, who has chaired the Committee since 1981. "This session promises to be one in which we will be addressing many important issues facing the farm and rural communities of Pennsylvania. One major area we will be considering is farmland preservation and the possibilities of local governments purchasing conservation easements from farmers. A bill calling for this sort of plan has been introduced by my colleague and vice chairman of the Committee — Lancaster County's Senator Noah Wenger."

High PD\$ & PDM Jersey



8J240 PALmer Fascinator George



High PDM & PDT Guernsey



21G247 Dutch Mill Telestars FAYETTE

January/87 USDA Color Breeds USDA Sire Summary

SIRE	PREDICTED DIFFERENCES					— PROTEIN —			— TYPE —			
	MILK	TEST	FAT	VALUE	RPT	%	LBS	\$	RPT	PDT	RPT	
— JERSEYS —												
8J240	Pal	+1464	-.14	+51	+\$164	73%	-.13	+38	+\$154	73%	-1.1	57%
8J234	Royal	+ 784	+.22	+65	+\$151	76%	+.08	+38	+\$165	76%	+ .2	58%
21J337	Yankee	+1493	-.31	+31	+\$132	87%	-.12	+40	+\$123	87%	- .3	77%
8J210	Fascinator	+ 648	+.07	+40	+\$102	99%	-.03	+19	+\$100	99%	- .2	99%
8J230	Choco	+ 727	-.04	+30	+\$ 89	90%	-.08	+17	+\$ 82	89%	+ .6	80%
8J225	Tor	+1185	-.34	+13	+\$ 85	86%	-.15	+26	+\$ 72	83%	+ .2	67%
8J213	Soldier	+ 198	+.09	+20	+\$ 44	98%	-.03	+ 3	+\$ 40	98%	+ .4	97%
— GUERNSEYS —												
21G256	Jetstar	+1349	-.21	+35	+\$131	52%	-.17	+27	+\$113	52%	N/A	N/A
21G247	Fayette	+ 987	-.13	+29	+\$101	95%	-.06	+27	+\$ 96	95%	+2.8	94%
8G171	Agni	+ 534	+.12	+39	+\$ 94	73%	+.03	+22	+\$ 99	73%	- .3	54%
8G164	Lucky	+ 787	-.12	+22	+\$ 79	73%	-.14	+11	+\$ 63	72%	- .2	47%
8G116	Lassie	+ 393	-.01	+17	+\$ 49	87%	+.03	+17	+\$ 54	83%	- .9	71%
— AYRSHIRES —												
8A118	Pudge	+ 609	+.02	+27	+\$ 78	85%	-.04	+13	+\$ 71	84%	-1.5	52%
21A3	Hi	+ 721	-.06	+20	+\$ 72	56%	-.03	+18	+\$ 66	53%	- .7	28%
8A33	Hi Champ	+ 202	+.02	+10	+\$ 28	68%	+.02	+ 8	+\$ 29	68%	+ .3	49%
— BROWN SWISS —												
21B421	Rocket	+1020	-.06	+32	+\$108	84%	-.05	+28	+\$103	82%	- .5	82%
21B422	Crusader	+ 679	+.07	+38	+\$100	79%	-.03	+19	+\$ 97	76%	+ .3	80%
21B438	Regal	+ 491	+.06	+29	+\$ 75	57%	+.02	+19	+\$ 78	56%	+ .6	75%
— MILKING SHORTHORN —												
21M522	Prince	+1775	-.10	+52	+\$182	49%	-.05	+50	+\$174	37%	+ .6	38%
21M515	Pacesetter	+1335	+.01	+52	+\$158	95%	+.02	+46	+\$162	94%	+ .6	95%
21M517	Sargent	+1137	+.01	+43	+\$133	61%	+.03	+41	+\$138	58%	+ .0	60%

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