

# The Trifles And Trivialities Of Dairy Month

COLUMBUS, OH — America's favorite dessert? Ice Cream! Americans scream for the cool and luscious treat to the tune of 32 quarts per person per year. In fact, the amount of ice cream produced in America would provide 10 single-scoop cones for every human being on this planet.

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Worldly and wonderful - ice cream is a universal treat! In German, ask for "Eis Speiseeis"; in Spanish, "Helado" will render a scoop; in Italian, "Gelato" brings delight; and in French, "Glacé" works like magic!

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It's all in the name! And when it comes to cheese, many of the more than 2,000 varieties available differ only slightly and therefore derive their names from the locales in which they were first produced. Take Roquefort, for example. A cheese with visible veins of blue-green mold was named Roquefort because it was made in the village of Roquefort, France. In Italy, a similar cheese was named for the town of Gor-

gonzola. The English call their version of this sharp and tangy cheese, Stilton - naturally for Stilton, England.

America's love affair with cheese continues to grow. According to USDA, per capita cheese consumption in 1988 was 25 pounds, up from 7.5 pounds in 1954. The leader in cheese consumption growth? The United States, of course! And, the cheese of choice - Cheddar!

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Hungry? How about a colossal treat? The longest banana split ever made was 4.55 miles in length. And, Selinsgrove, PA residents enjoyed every last speck of it on April 30, 1988. Still hungry? Try a taste of the world's most gigantic ice cream sundae. Weighing in at 54,914.8 pounds on July 24, 1988 in Alberta, Canada, the tasty giant boasted 44,689.5 pounds of ice cream, not to mention almost 10,000 pounds of toppers.

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Mid East United Dairy Industry Association recommends that

healthy adults have two servings each day from the Milk Group. Peter Dowdeswell of England has been known to push that recommendation to the limit, according to the 1990 Guinness World Book of Records. A winner of many speed-eating feats, three extra nutritious occasions include: 16-ounces of Cheddar cheese in 1 minute and 13 seconds; 1.2 quarts of milk in 3.2 seconds; and 3 pounds 6 ounces of ice cream in

31.4 seconds.

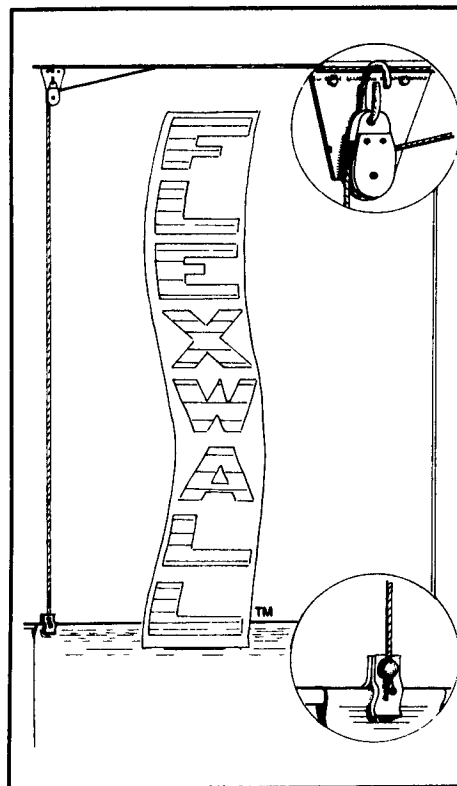
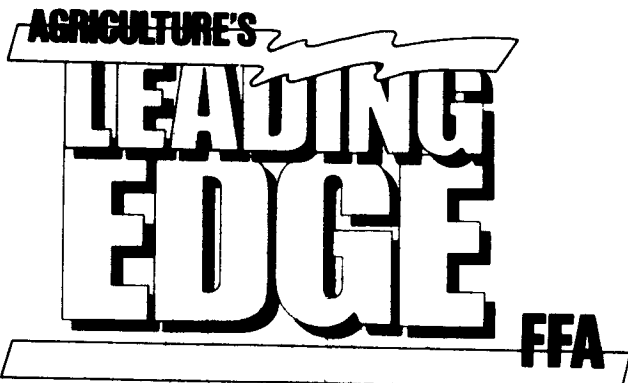
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Proverbial favorites worth repeating during June Dairy Month: "A dessert without cheese is like a beautiful woman with only one eye" - Brillat Savarin; "Cheese - milk's leap toward immortality" - Clifton Fadiman; "Bachelor's fare: bread, cheese and kisses" - Jonathan Swift.

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In 1989, retail sales of frozen

yogurt reached approximately \$1.2 billion and are expected to more than double to \$2.6 billion by 1993. The growth is largely traced to the increased number of outlets offering frozen yogurt, a number that has increased from 2,700 outlets in 1985 to almost 9,000 in 1989 according to the Lempert Report. A cool and soothing treat, a 5-ounce serving of frozen yogurt tallies 145 calories.



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