

# Dr. Spock

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cares more about cows than kids," the *Journal* said.

## Scare Tactics Decried

Many saw the PCRM's food scare tactics as part of a disturbing pattern. Writing in the *Washington Post*, columnist Jonathan Yardley said, "the specific details of (PCRM's) dog-and-pony show are less important than the pattern of which they are a part... scaring Americans about the various substances they funnel into their bodies has become a growth industry both for the high priests of medicine and the low priests of journalism."

The *Post's* Sugarman expressed similar concerns. "I think all the

hoopla scared parents unnecessarily," she said, adding, "It was much to do about nothing." "As for me," she concluded, "I'm sticking with milk."

## Nutritional Arguments Debunked

Journalists also joined nutritionists in debunking the idea that Americans could get all the calcium they needed by switching from milk to kale. The *New York Times* editorialized that "the real weakness in the anti-milk crusade is the alternatives offered. You don't need milk to get calcium. You can get it from broccoli (President Bush's least favorite food), tofu or kale, a green known more for hardness than taste. Pass the

chocolate milk."

Vermont's Republican Senator Jim Jeffords pointed out that it would be very difficult to get the 800 milligrams of calcium a child needs each day by switching to green vegetables. One cup of milk contains 300 milligrams of calcium compared to 56 milligrams in a cup of kale, Jeffords pointed out. "Think of it this way he said, "You could offer Johnny three cups of milk, and slightly exceed the RDA for calcium, or you could offer him 16 cups of kale. Mmmmm good."

Wisconsin Democrat, Senator Herb Kohl, also debunked the PCRM effort stating, "...I view efforts to discourage non-infant children from drinking milk to be irresponsible, and unsupported by the medical community at large."

Dairy State Rep. Steve Gunderson (R-WI) voiced similar sentiments. "This committee's (PCRM's) claim that milk can cause health problems has received more attention than it deserves," he said. "They would have Americans eliminate from their diet 76% of the recommended calcium intake," Gunderson said.

## Good News And Bad

Lawmakers, mainstream physicians, dieticians and yes — even the mass media — ultimately came to the rescue of the dairy industry after milk was attacked by the PCRM. And there is no doubt as well that the National Dairy Board, the National Dairy Council, the National Milk Producers Federation and the milk promotion groups in the industry

worked hard to overcome the threat created by Dr. Spock and his colleagues.

Certainly two weeks after the event it is accurate to say that the story was turned around, that those that sought to discredit milk were discredited. Last week's after-the-fact press coverage was down right good.

The bad news is many of these stories came after the fact, after the damage was done to dairy in the public's mind. It was more than much to do about nothing.

The lesson we learned from all this is that we must continue to work together each day to inform the public of the good job dairy producers do of providing consumers a pure, wholesale, affordable product designed to meet a variety of dietary needs. And that's the good news.

## North View Farms

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der becomes haylage.

He says 60 percent of the crops were lost last year because of the Somerset County drought conditions.

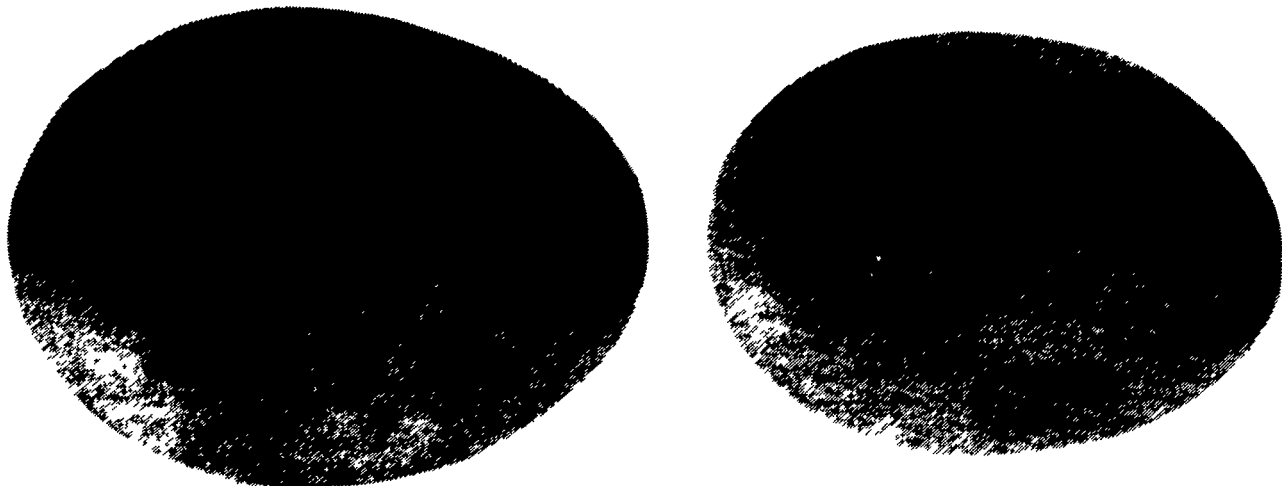
"We had enough carryover to make it just by the skin of our teeth," said Jim, who is also the repairman at North View Farms.

The recent RHA report for Northview's 97 cows is a milk production of 25,828 pounds; 905 pounds of butterfat, 3.5 percent; 852 pounds of protein, 3.3 percent.

North View Farms' original homestead first belonged to Jim, Dan and John's maternal granddad, Mary Elizabeth's father Calvin. She later took it over. This year it was recognized as a Pennsylvania Dairy of Distinction.

A history buff ready and willing to sit on the front porch swing to chat, Calvin can snap out more information than can be easily assimilated, but all is substantiated by the historical preservation books he keeps handy.

He said he believes that folks should know about their family heritage and those who once owned the land.



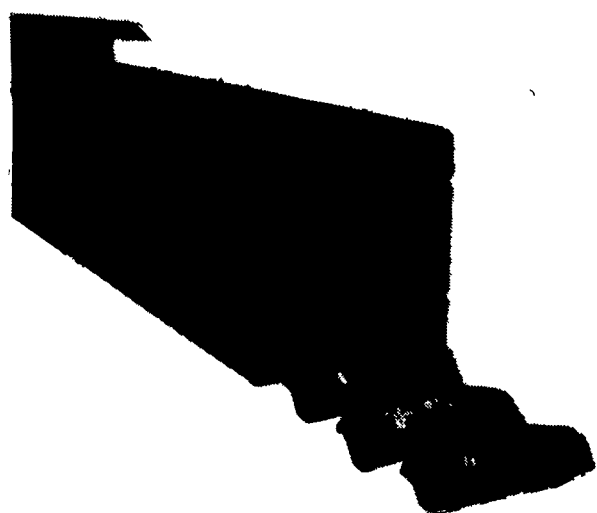
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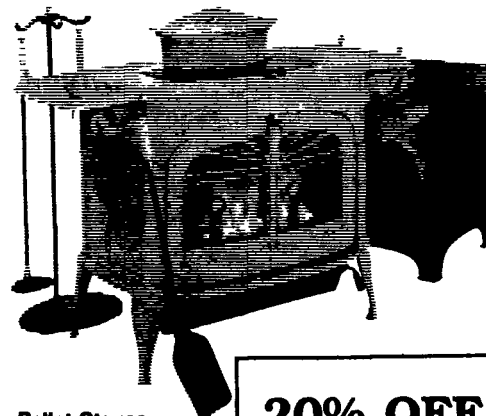
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