

Ida's Notebook

Ida Risser

This could be a repeat of last week's column as again I invited guests for Sunday dinner. Despite the big snow storm on Saturday, I kept hoping that someone could come to help us eat the big turkey that I stuffed and roasted. Even our son and his family could not get here for the noon meal. Although, later in the day the road was opened for the milk truck to come and empty the full tank of milk. Some people were not so lucky, and they had to dump their valuable milk.

A few months ago a reader wrote and asked me for a Pumpkin Whoopie Pie recipe as she had tasted some when she visited Lancaster County in the summer. It took a while for me to get one for her. The first one that I found came to me in a roundabout way. You see, my daughter who lives in Atlanta, Georgia visited her in-laws in Nebraska. And while there she bought a cookbook published in Kearney, Nebraska for Landis Homes Adult Day Care Center right here in Lancaster County. In

National Dairy Board Fights False Advertising

FRESNO, Calif. — The Advertising and Sales Promotion Committee of the National Dairy Promotion and Research Board met last month to discuss action to take in challenging misleading claims made in the advertising of non-dairy products which compete for shelf space and consumers' stomachs. The Board began their work in this area by looking at the advertising of four butter substitute products.

With this kind of winter weather, I'm sure that I'll be able to finish the red, blue, and grey braided rug that I started a few weeks ago. Some years, at this time, I would have the garden planted. Although, I find that often peas planted later catch up with those put in cold soil two weeks earlier. When the new vegetable and flower seeds that I ordered come in the mail, it makes me more anxious to get started in the garden even though I know how much hard work it will be to keep all the weeds hoed. But, I do enjoy the work outdoors.

With advice from legal counsel, the 36 dairy farmers serving on the National Dairy Board decided to first write a letter directly to the manufacturer, stating that the dairy farmers of America object to non-dairy butter substitute advertising including statements about butter or inferences that those products are natural like butter.

If manufacturers do not change their advertising, the National Dairy Board will submit a claim to the National Advertising Division

(NAD) of the Better Business Bureau. Criteria for submitting a claim includes:

- advertising must be national;
- claims in advertising are clearly false; and
- claims in advertising are misleading.

If necessary, members of the National Dairy Board approved taking further steps to prod a change in the advertising of non-dairy substitutes. If the NAD does not rule for change in advertising, the National Dairy Board will then test one of the commercials with consumers to find their reactions and perceptions of the non-dairy butter substitute advertising.

"Since this research can cost around \$15,000, the board hopes the findings can lead to a favorable ruling, which could make marketers of non-dairy products think twice before creating advertising that implies non-dairy products are as natural and great tasting as real dairy products," said Maureen Vamon, director of advertising and sales promotion for the National Dairy Board.

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CUTWORM APPLICATION RATES.

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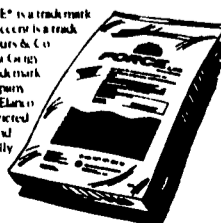
6.5 lbs per acre on 40" rows	7.7 lbs per acre on 34" rows
6.9 lbs per acre on 38" rows	8.2 lbs per acre on 32" rows
7.3 lbs per acre on 36" rows	8.7 lbs per acre on 30" rows

FORCE may be applied in a T-band in front of the press wheels, in a band behind the press wheels, or in-furrow.

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