

# Why Not Real Creamer For Coffee?

## Leinbach's Hay

Shippensburg, PA  
June 18 and 21

Report Supplied by Auction

26 LOADS.

ALFALFA: 66.00-145.00.  
MIXED HAY: 50.00-162.00.  
TIMOTHY: 42.00-50.00.  
BROME GRASS: 60.00-87.50.  
ORCHARD GRASS: 40.00-85.00.  
STRAW: 80.00-106.00.  
EAR CORN: 102.00-112.00.  
OATS: 2.10 BU.

## North Jersey Market

Hackettstown, N.J.

Report Supplied by Auction

Tuesday, June 21, 1994

Hay—Straw &

Grain Report

MIXED HAY: 3 LOTS, 1.50-2.00  
BALE.  
GRASS: 4 LOTS, 2.00-2.50 BALE.  
WHEAT STRAW: 1 LOT AT 2.85  
BALE.  
TOTAL: 8 LOTS.

## Vintage Hay

Paradise, PA

Thurs., June 23, 1994

Report Supplied by Auction

10 LOADS.

ALFALFA: 86.00.  
TIMOTHY: 77.50-111.00.  
MIXED HAY: 72.50-82.50.  
SALE TIME 1 P.M.

## Dewart Hay

Dewart, PA.

Monday, June 20, 1994

Report Supplied by Auction

7 LOADS OF HAY, 79.00-101.00.  
WOOD: 1 LOAD, 25.00.  
CORN: 7 LOADS, 90.00-100.00.  
OATS: 4 LOADS, 1.75-2.10 BU.

## Westminster Hay

Westminster, Md.

Tuesday, June 20, 1994

Report Supplied by Auction

76 LOADS.  
ALFALFA: 1.30-2.50 BALE, 55.00  
TON LARGE ROUND, 18.00 EACH.  
TIMOTHY: .50-2.00 BU.  
MIXED HAY: .60-2.40 BU.  
GRASS: 45-1.60 BU., 13.00-14.00  
LARGE ROUND.  
CLOVER: 2.00-2.10 BALE.  
STRAW: 1.10-2.45 BU.

## George F.W. Haenlein Extension Dairy Specialist University of Delaware

NEWARK, Del. — The U.S. dairy industry has an organization to promote cow's milk and its products. Why, then, is it profitable for so many milk-processing companies to market non-dairy products?

For years here in our agricultural college building offices, I've argued against non-dairy creamers, which are used almost exclusively for coffee breaks! But the fact remains that the milk industry has yet to come up with an equally convenient package of coffee creamer made from real milk.

Even better would be a product made from 1 percent milk to cater to people who love milk, but because of their diets refuse to drink fat cream in their coffee.

Of course, non-dairy products are loaded with coconut oil and other undesirable fats, but the label print is so small that many people don't bother to read the contents.

It also seems that people forego drinking milk and spend 55 cents for a 12-ounce can of "diet" soda with "1 calorie" content. Fifty-five cents for colored water! At this average price per can, soda is \$1.47 a quart or \$5.88 a gallon... This is a prime example of the deception of promotion.

It's remarkable that intelligent people will shell out \$5.88 for colored water when an equal amount of milk (even without the fat calories as in skim milk) costs only \$2.49 a gallon. And milk contains protein value, minerals, vitamins and calcium.

Milk prices received by farmers, already on a downward slide, are predicted to drop further in the near future because of a milk surplus. And there is no shortage of cheese, which would hold

the milk farm price up.

Given this, why is there no organized effort by the industry to capture the non-dairy market for real milk and cream? Possibly the low farm price is part of a "conspiracy" to suppress profit margins for milk processors and ensure higher profits for handling non-dairy products.

The fact is that if you want 1 percent dry milk in your coffee instead of a non-dairy creamer, you won't find it on the grocery shelf, or anywhere else for that matter. You'll find "half and half," but it contains fat, which isn't appropriate for many of today's diets. Or you'll find dry skim milk powder in huge boxes, but it's meant for making reconstituted or fortified milk, and isn't readily convenient for use in the coffee-creamer niche.

Dairy processors, which also make these non-dairy products, say that without the non-dairy items they could not survive. No matter what the product, it is well-known that promotion competition is well-financed and fierce.

Yet it's unique to the dairy business that a major share of promotion costs for milk and cheese is paid not by the processing industry (as is true for beef, soft drinks, etc.) but by the dairy farmer — 15

cents for every 100 pounds of milk sold!

If dairy farmers are financing the promotion, why shouldn't they have more influence over the processing industry in making a convenient 1 percent milk real-dairy product packaged for coffee? Such a product would be popular with people who want to avoid the coconut fat in non-dairy creamers and who are interested in a more nutritional alternative.

Real dairy "creamers" would contribute to our daily minimum intake of calcium, for which the primary source is milk.

In our university offices I've faced another debate when arguing against the coconut fat in non-dairy creamers. Our plant science people defend their soybean-growing farmers, pointing out that now soybean oil often replaces coconut fat.

Is this substitute much better? In recent weeks we've learned that margarine is not as good for our health and longevity as their industry promotion has led us believe. It's made from corn or soybean oils.

How do real milk and soybean imitation milk compare?

Real milk is ready for human consumption as it comes from the cow, goat, sheep, mare, camel,

reindeer or yak.

Before soybeans can be consumed as a milk replacement, they must be heat-processed to get rid of substances detrimental to human health and digestion. Even then, the protein composition in amino acids is still inferior to protein composition of real milk.

What this means is that extra soy protein must be consumed to provide the needed amount of amino acids, and excess amino acids are wasted through the kidneys.

Lesser quantities of milk provide more of the needed amounts of amino acids than soy does. While milk proteins can cause allergies in a few people, so can soy proteins.

Milk fat differs from soy fat in unsaturated fatty acids and cholesterol content, but low fat milk, like 1 percent milk, has little or none of that difference.

Milk sugar (lactose) is unique to milk and the major aid to a favorable calcium digestion from milk, in contrast to calcium supplements and pills.

Some people can't digest milk sugar very well, but grocery shelves are loaded with alternatives— low-lactose milk and lactase-enzyme-supplemented milk.

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