

# Dairy Industry May Benefit From Yogurt Promotion

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NEWARK, Del. — "Got Milk?" has been an effective milk advertisement, as has the print ad campaign in non-farm magazines showing celebrities wearing milk mustaches.

Yet the fact remains that many of the youngsters who should be drinking are not — no matter how persuasive the messages may be that milk fills a nutritional need for calcium.

So, why not go the next step to an excellent alternative for milk.

How about "Got Yogurt?" After all, yogurt has as much calcium as its equivalent volume of milk — or more, if it's made with additional milk powder as a stiffening

agent.

The fruits or flavors in the non-plain yogurt are just what youngsters like and may be missing in milk. And yogurt has an added advantage — less lactose and the development of lactase enzyme in yogurt for people who are lactose-intolerant.

Yogurt has as much nutritional value, if not more, as milk. Only the promotion is missing, and the nutritional label on yogurt in the United States doesn't help. U.S. yogurt labels do not list content of calcium; only the percentage of calcium requirement is stated.

In Europe — Romania, for example — the nutrition label lists how much calcium is contained in 4 ounces or 100 grams of yogurt, so you can program your daily cal-

cium intake to better your requirements and prevent old-age osteoporosis.

Yogurt offers health benefits in addition to its nutritional ones, a fact not readily understood.

Yogurt is milk fermented because of the presence (or addition) of bacteria, which grow and multiply on the medium of lactose and produce lactic acid. This fermentation process provides lactose, the enzyme that is so beneficial to lactose-intolerant people.

The lactic acid bacteria also ingest other bacteria and attach themselves to the intestinal wall, which increases the immune capacity of the human host.

The ingestion of other bacteria restores the ecological balance of bacteria in the intestines, especially when people have been on antibiotic treatment and have developed upset stomachs and diarrhea as a result.

The ingestion of other bacteria also suppresses foodborne pathogenic bacteria, reduces the libera-

tion of carcinogenic products during digestion and detoxifies harmful products.

All this has been established through numerous research studies.

Another (though less well-known) fact was established in the same studies. Many of the lactic acid bacteria have different names, depending on specific species or strains and characteristics.

A better-known species, *Lacto-*

*bacillus acidophilus*, has been proven to be especially powerful in restoring the balance of bacteria in the intestines. Consumers can find the name on some yogurt package labels.

This bacteria is especially valuable when added to yogurt cultures, because it produces specific antimicrobial substances bearing different names, often generally referred to as "Bacteriocins."

## Testing Decisions

(Continued from Page A46)

Besides monthly monitoring, record of Premier herds will be reviewed at a minimum of once per year. For example a cow making a state or national leader record would have increased documentation, or an owner may even request additional verification to add credibility to the record. In addition to the programs offered with the Deluxe option, Premier herds receive all Genetic Herd Reports automatically. The Premier options has an annual herd fee of \$30 plus 25 cents/cow/mo.

Nunes noted that some producers may ask why they would want their records reviewed.

"Because the DHI system does not distinguish between 'official' and 'unofficial' records, the herd

owner must design a testing program to meet their use," he said. "If you want your records to be accepted by others, an independent review by the Holstein Association can assist you in documenting the accuracy of those records."

Nunes was enthusiastic about the TriStar program. "Instead of directing our efforts to prevent rule violations, we can put most of our resources toward the herds that want increased documentation and verification of the level of accuracy they are achieving," he said. "That's very positive."

For more information about the Holstein Association's TriStar production records program, contact the Member Service Unit at 800-952-5200.

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figurines, glass, china, silver, 130  
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