

New Corn Products For Toddlers

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A new product has hit the market this summer that is made from corn and targeted at the toddler market. The product is called Piddlers, and they are biodegradable toilet targets for toddlers.

The instructions for use of the product are simple: bring your child who is toilet training into the bathroom, throw a toilet target in the bowl, let the child take "target practice", and then flush the biodegradable target away.

While toilet targets are not likely to use up this year's corn carryover, they are a fun way to share the "new uses" concept with the public. We had them at our Ag Progress Days Display this year and they generated a lot of interest and a few laughs.

The Illinois Corn Growers sent boxes of the Piddlers to legislators to show the importance of new market developments for corn products.

Piddlers are being marketed by Target department stores. I found mine in Frederick, Md. Remember these are supposed to be for kids only.

Corn's Diversified Use Grows



ROCKSPRING (Centre Co.) — Piddlers toilet targets, used when children are potty training, have corn as an ingredient. Corn use is diversifying into many products. Who knows where else it will turn up? Piddlers were on display here at the crops tent during August at Ag Progress Days.



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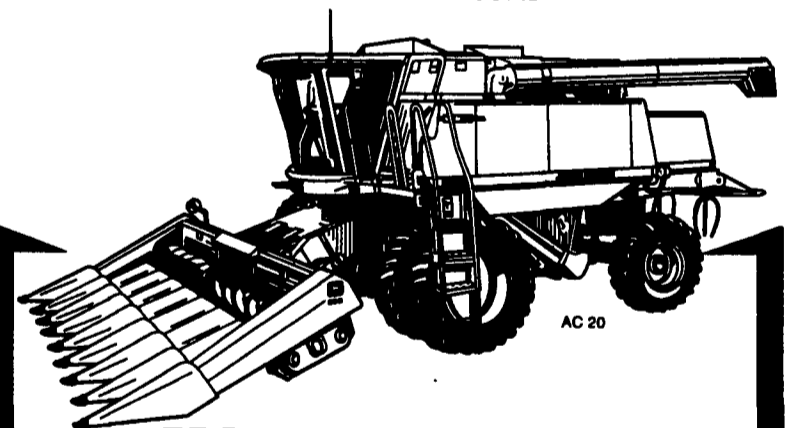
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