

Producers Use CLA, Mini-Dairies To Move Milk

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been also found to inhibit cancer in animals, reduce the risk of atherosclerosis, and help to control diabetes.

Already CLA is sold in tablet form in health food stores. Muller displayed a bottle of a CLA supplement, in softgel form, marketed by GNC for about \$27 per bottle, or

about 50 cents per day.

Muller noted that individual, niche markets have been opening for organic milk. He showed examples of the Horizon Organic brand. Organic milk accounts for one percent of the \$10.4 billion U.S. milk market, accounting for about \$115 million in sales. He also showed a

brand of Silk Vanilla soy milk. Altogether, soy milk sales reached \$206 million in 1999 and are projected to reach \$295 million in 2003.

Pennsylvania was once home to more than 300 milk juggling operations, though some companies are striving to increase speciality packaging of milk, ice cream, and cheese.

Robert E. Turner, national sales manager of the Pladot Mini Dairy milk processing system, spoke at the conference.

Turner has been attempting to teach "out of the box" thinking, he said, regarding bringing milk products to market.

The company said it will see 15-20 new systems this year in the U.S., said Turner, who operates out of Hagerstown, Md.

Using his system, Turner claims those who bring their own products to market can achieve a

\$15-16 per hundredweight or more price of milk.

He has seen some best yogurt with the system, besides a chocolate roll filled with cheese in the inside.

The Pladot turnkey system is already in use on the York County farm of H.E. Heindel and Sons. Brouge. The dairy includes 200 cows with mostly Holstein and approximately 25 Brown Swiss.

Turner said the Pladot system is present in 26 countries in the world and "just came to the U.S. last year." They install the entire system.

Though Pennsylvania has the most stringent food health rules in the world, PDA allows some changes in labeling for made-on-the-farm products. The average return on the product for plants is 25.5 months, but 70 percent of the products are selling every day.

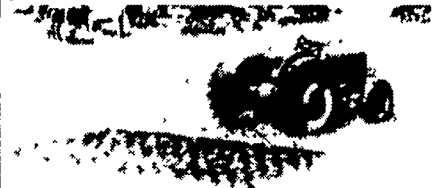


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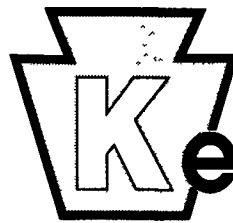
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| • 3700-4 | 3.7 maturity |
| • 41 RR™ STS | 4.1 maturity |
| • 4001-4 | 4.0 maturity |
| • 4292-4 | 4.2 maturity |

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|------------|--------------|
| • 2990-3 | 2.9 maturity |
| • 3171-1 | 3.1 maturity |
| • 3398-8 | 3.3 maturity |
| • 3500-0 | 3.5 maturity |
| • 3883 | 3.8 maturity |
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