

Skaters enter transition period

An unenviable record was set during the world figure-skating championships recently held in Ottawa when, for the first time in the history of the 82-year-old competition, only one of four titles — Irina Rodnina's and Alexander Zaitsev's first place in the couples' competition — was successfully defended by the reigning champions.

Eighteen-year-old Charles Tickner of the U.S. captured the men's title from Vladimir Kovatev by obtaining a perfect score in the compulsory-figures competition. Germany's Anette Poetzsch defeated the former women's singles champion, Linda Fratianne of the U.S., and Natalia Linichuk and Gennadi Karponov of the Soviet Union eased out Irina Moiseeva and Andrei Minenkov in the dance competition.

Canadian contenders

The departure of Lynn Nightingale, Ron Shaver and the dance team of Susan Carscallen and Eric Gillies marked 1978 as a year of transition for Canadian skaters.



Lee Ann Jackson and Paul Mills

Nonetheless, while there were no clear contenders for medals, Lorna Wighton and John Dowding, who placed tenth in last year's international dance competition and won a bronze medal at Skate Canada earlier this season, captured sixth



Thirty-one years ago, Barbara Ann Scott claimed Canada's first gold medal at the Olympics. The next year she placed first at the world championships in Saint Moritz, Switzerland.

place at the "world's". Brian Pockar is now in tenth position in the men's singles and Vern Taylor, although not one of the top ten skaters, thrilled the audience with a spectacular triple Axel jump — the first ever completed in an international competition.

First-time participants Lee Ann Jackson and Paul Mills finished eleventh in the couples' category. The Canadian champions Sherri Baier and Robin Cowan had to abandon their efforts when Sherri injured a muscle in her right leg during the free-skating program. Heather Kemkaran placed twelfth in the women's singles and Cathie MacFarlane, who was competing in the championships for the first time, placed seventeenth.

Producers promote dairy products

Agriculture Canada, the federal agency, has teamed up with private industry and research organizations in a \$4-million program of boosting the consumption of cheese and other dairy products and developing new uses for skim-milk powder.

Nearly \$1 million has been allocated for product-development; \$2.4 million will be spent on advertising and \$500,000 on market research.

Several private firms have received contracts for the developing of new pro-

ducts, such as low-fat cheese, Greek cheese and skim-milk cheese.

Another project is aimed at increasing the marketability of skim-milk powder in countries where children rarely receive milk. Although these children cannot digest regular milk-powder, which is high in lactose (milk sugar), tests in Africa may determine how much lactose has to be removed to make a useful food product for consumption by such children.

One dairy firm has received a grant to finance the creation of a new skim-milk based frozen dessert, while other firms are looking into new forms of yogurt made from milk and cream.

These research projects range up to three years in length.

The producer-owned Canadian Dairy Foods Service Bureau will handle the \$2.4-million advertising campaign.

Cheese, the consumption of which is increasing, is emphasized in the advertising. Canadian *per capita* consumption of cheese is about 15 pounds, compared to 30 pounds in some European countries.

In a search for new markets for existing dairy products researchers are striving to increase sales of dairy products through the hotel, restaurant and institutional market. The Agricultural Economics Research Council of Canada has been given funds to study the use of skim-milk powder in livestock and poultry feeds. There is also a study under way to monitor the cost of feeding skim-milk powder to veal calves.

One of the major problems in the dairy industry for the past few years has been the over-supply of, and low demand for, skim-milk powder, which is a by-product of butter production.

Rising world milk production, coupled with declining consumption of butter, has resulted in surpluses of butter and skim-milk powder. As a result, world prices have dropped well below their normal level.

The Canadian Government supports the domestic price of skim-milk powder at 72 cents a pound, while the world price has dropped to 20 cents or lower. Canadian dairy farmers must subsidize their exports by about 50 cents a pound, thus sharply reducing their income.

Last year the Federal Government relieved dairymen of \$152 million in export debt — but this was a short-term solution. It is hoped that the \$4-million research-and-promotion program will help find a lasting solution.