

Council gets its wish in revised NEC plan

Continued from page one for agricultural operations, as well as for the purposes mentioned in the escarpment protection area.

The escarpment rural areas include land not actually part of the escarpment, but adjacent to it. The plan identifies these lands as a buffer for the more sensitive areas of the escarpment.

Uses which would be permitted under the plan, in addition to those allowed in the escarpment natural areas and protection areas, include recreational uses such as serviced campgrounds, golf courses, country clubs, trailer parks and trails, provided that the impact on the environment is kept to a minimum, small-scale commercial and industrial development servicing agriculture, small-scale commercial development

servicing recreation and aggregate extraction.

NEW LOTS
The plan would allow the creation of two new lots for permitted uses per 100 acres, or one new lot if one lot has already been severed, and the creation of new lots for low-density plans of subdivision or condominiums and other compatible plan forms of lot ownership.

The plan provides for compensation for landowners whose proposals for developing property within the planning area do not meet with the guidelines set out in the plan. Provided the plan proposal would otherwise meet the relevant municipal, health and servicing requirements, and isn't situated on a lot which could be considered hazardous because of unstable soil condi-

tions or flooding possibilities, the plan gives the province the opportunity to purchase the property from the owner.

The plan suggests that the provincial government could enter into negotiations to purchase the lot at fair market value, which could be determined by the Land Compensation Board, or enter into an agreement to compensate the owner for not being able to develop the property. If the government does not purchase the land, or if the process has failed, the application would be approved.

The plan recommends the use of development control to implement the plan, which would mean deciding each application on an individual basis.

A series of two-day information workshops on the plan will

be held in communities along the escarpment during the next month. The workshop in Halton will be held at the Milton Public Library December 18 and 20, and will run from noon to 8 p.m.

Copies of the proposed plan are available from the Niagara Escarpment Commission office on Georgetown's Guelph Street and Mountainview Road. The office will be open until 8 p.m. every night this week. Anyone who has questions about the plan is welcome to drop in and talk to NEC staff members.

Owners' easements proposed

A new kind of landowners' agreement, in the form of conservation easements, should be tested for use on the Niagara Escarpment, according to a report prepared for the Sierra Club of Ontario.

The report suggests that easements have tremendous potential to be used in concert with parkland acquisition program for the Niagara Escarpment: purchase costs may be less, the land remains in active use under the management of the landowner, the municipal tax roll is unaffected, and disruption of the rural community is minimized.

The report has been welcomed by the Coalition on the Niagara Escarpment, which hopes to see the ideal fully discussed in the upcoming hearings on the Niagara Escarpment plan.

The 80 page report, cites experience in Great Britain, New Zealand, and as a model for easement agreements, in a conservation agreement, the land remains in private hands, but the owners voluntarily sell their right to develop, to a government agency.

However, the report questions the sincerity of the provincial government, noting that the role of the government agencies involved is crucial to the success of this technique. It recommends specifically that the Ontario Heritage Foundation be examined as an appropriate agency to hold easements for Escarpment preservation.

Copies of the report, titled "Conservation Easements and the Niagara Escarpment" are available from the Sierra Club of Ontario, 47 Colborne St., Toronto. Phone 366-6622. Cost \$3.00.



Every Friday afternoon, one of the Acton representatives on Halton Hills council will be in this Acton office answering questions from the general public. When the office was officially opened Friday Coun. Terry Grubbe (seated), Mayor Pete Pomeroy (left), visiting architect Merv Pryhitz, Coun. Ed Wood and Coun. Ross Knechtel were on hand to see that it got a good start. (Herald photo by Richard Petrashek)

Ads misleading, consumers say

By LORI TAYLOR
Herald staff writer

An audience of about 100 people turned out at St. John's United Church Sunday night to discuss a proposed boycott of Nestle's Company products prompted by the company's continued encouragement of the use of infant formulas in Third World countries.

The boycott has been organized in the US and Canada by church and consumer groups which are concerned because children in the Third World are dying of malnutrition and illnesses apparently connected with the use of infant feeding formulas.

Supporters of the boycott argue that human milk is superior to infant formulas as far as the babies' nutritional requirements are used. They also say formulas are being used improperly in developing countries, either in unsanitary conditions, or because the family can't afford enough of the formula to give the baby as much as is needed.

Members of the evening's panel were local resident Pat Stuart-Hagge; David Hallman, representing the United Church Division of the Mission of Canada; Ray Peterson, director of public relations for Nestle's of Canada; and Dr. Edward Makhene, a pediatrician.

Mrs. Stuart-Hagge is a mother of three children and an advocate of breast-feeding. All three of her children were breast-fed, she said.

DISASTROUS EFFECT

Statistics indicate the use of infant formulas has had "a disastrous effect on infant mortality in the Third World", Mrs. Stuart-Hagge said. The problem doesn't stop there, but exists in North America as well, she said, since children of North American Indians, Metis and Inuit parents are also suffering health problems related to the use of infant formulas.

Mrs. Stuart-Hagge talked about the components of human milk which make it a good source of nourishment for babies for at least the first six months of their lives. Among the major advantages of mother's milk are the components which prevent gastroenteritis, a major cause of death in infants, she said.

"The over-all nutritional content of mother's milk has been clearly demonstrated," she said. "Statistics show that the infant mortality rate in North America is 35 per cent to 65 per cent higher in babies who have been bottle-fed."

Mrs. Stuart-Hagge said a mother needs to add only the caloric equivalent of a peanut butter sandwich to her diet to provide the additional calories necessary to breast-feed. She said breast-feeding is also

cheaper, and pointed out that in Third World countries, families spend as much as 40 to 80 per cent of their income on formulas.

Mr. Peterson, who spoke on behalf of the Nestle's company, said he wanted to try to correct the impression that Nestle's is operating in Third World countries with callous disregard for the suffering of infants.

Mr. Peterson said Nestle's encourages mothers to breast-feed their children, and has voluntarily curtailed its advertising campaigns in Third World countries, as suggested by the United Nations and the World Health Organization (WHO).

ONE FACTOR

"The infant formula industry has been identified clearly as a contributing factor in the situation of malnutrition, and I'm glad to hear that, because for a while we were supposedly the only cause," he said.

Mr. Peterson said the Nestle's factories in North America don't manufacture infant formulas and warned that if citizens boycotted the company's products, they would be jeopardizing the jobs of North Americans.

Mr. Hallman, speaking on behalf of the organizers of the Nestle's boycott, said he doesn't think anyone is "accusing the infant formula companies of deliberately killing infants."

"The way it's promoted in the Third World has made bottle-feeding seem the modern, western, affluent thing to do," he said.

Mr. Hallman said concerned church groups and consumer groups brought pressure to bear on American companies by buying shares and sponsoring resolutions at shareholders' meetings. This process resulted in some changes, but it could not be used with Nestle's because the company is wholly Swiss-owned.

Nestle's has been more resistant to the changes recommended by the UN and the WHO, Mr. Hallman said, and the boycott seemed the best weapon.

FOUR METHODS

The infant formula manufacturers use four promotions to sell their product, and the WHO and the UN would like to see these stopped. Companies advertise directly to consumers, they provide free samples to hospitals and doctors, who in turn supply them to mother. They promote the formula directly to members of the medical profession, and they employ medical professionals, usually nurses, to work with Third World governments in health care. These professionals promote the use of infant formulas too, Mr. Hallman said.

Mr. Hallman said that in order for the boycott to be lifted, the infant formula companies would have to agree to put in force a specific, enforceable code of ethics, which would be monitored around the world. Mr. Peterson said Nestle's would go along with a monitoring system if it were impartial, "but so far it hasn't been."

Grubbe keeps promise

Coun. Terry Grubbe is a little quicker than Prime Minister Joe Clark when it comes to fulfilling campaign promises.

Mrs. Grubbe was elected in October's Ward 1 by-election riding a platform which included a promise to try and provide the people of Acton with someplace to go with their questions about civic government.

Last Friday, Mrs. Grubbe officially opened an office in Acton to provide that service and more.

Mrs. Grubbe told The Herald the reason the office was opened was that many people found it difficult getting to the town offices in Georgetown.

"They felt isolated," she said. "What they wanted was a place in Acton where they could get the information they needed, make a complaint or just drop in and chat about how they felt the town was being run."

The office, located in the Acton "Y", will be open from one to three o'clock each Friday afternoon. The three councillors from Acton, Ed Wood, Ross Knechtel and Mrs. Grubbe, will each take turns manning the office to meet constituents.

The office is being supplied compliments of Acton Community Services Centres, for which Mrs. Grubbe acts as co-ordinator.

The phone number for the office is 853-3310.

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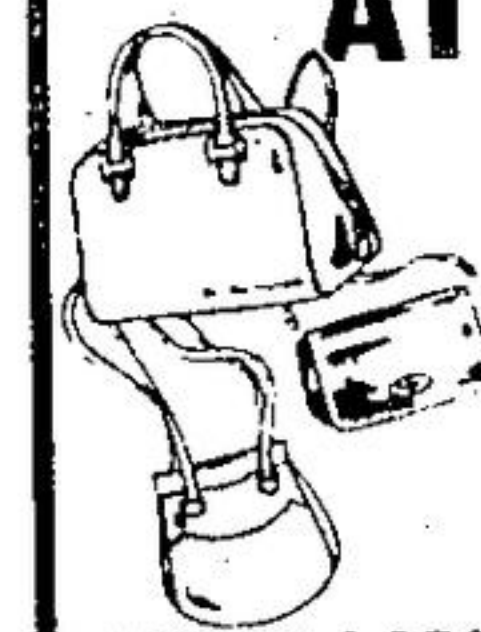
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