

New micro-filtered milk gains acceptance in Acton



NEW MILK: Acton IGA's Charlie Auger shows off a carton of the new micro-filtered milk being sold in area supermarkets.

BY DOUG HARRISON
The Acton Tanner

It tastes fresher longer. It's smoother. It's creamier.

These are just some of the comments being bandied about concerning Ault Foods Ltd.'s launching, last month, of Lactantia PurFiltre Milk. This new product claims to be a purer, fresher tasting milk that stays fresh longer, according to one of Canada's largest milk processors.

After six weeks of having rival American-owned Beatrice Foods Ltd. seek an injunction — denied by a judge on Jan. 6 — Ault continues to promote what they say is "the first significant improvement in milk technology since Louis Pasteur invented pasteurization over 100 years ago."

Among other claims, Beatrice insisted that Ault's ads suggested that Lactantia is more nutritious than other milk.

Beatrice is requesting to meet with the Canadian National Dairy Council to raise further objections

against their rival.

But despite continued controversy, Lactantia seems to have intrigued local consumers and is selling at a moderate rate at both Acton IGA and Acton Foodland. However, Steve Liebig at Knechtel's in Rockwood says his store won't carry Lactantia, because they don't deal with Ault Foods.

"To be honest," reports IGA dairy-frozen product manager Charlie Auger, "it's not selling at a high rate, but each week it picks up a bit more."

Lactantia PurFiltre Milk reportedly has a shelf life of 30 days — compared to the standard 18 — and contains 92 times less bacteria than milk that has only been pasteurized.

"The big thing is the shelf date," continues Auger, adding IGA began stocking the new product on its shelves on Jan. 13.

According to a press release dated Jan. 19, the PurFiltre process is based on new proprietary technology developed over sev-

eral years at an investment of \$8 million.

By passing milk through an extremely fine filter, impurities in milk are removed prior to pasteurization — while all nutrients, such as protein, calcium and vitamins — remain.

The nutrients are not affected because nutrient molecules are much smaller than bacteria and flow through the filtering procedure untouched.

Two consumers at IGA on Thursday said they would try the milk and likely stick with it, based on its longer shelf life and the 92 times less bacteria.

"I didn't notice a difference, but my husband noticed it tasted creamier. He said it does taste fresher, but it's almost too sweet for milk," said Acton's Sandi Carwardine, who decided to fork over the extra 40 cents above Beatrice's four-litre price of \$2.99.

Added local resident Diana Gunn: "I'll give it a try; I'm curious more than anything."



SHOW ACTON YOU CARE BY THE NOSE YOU WEAR!
ON MONDAY, FEBRUARY 6TH, WEAR A
RED NOSE

Leathertown LUMBER
BRIGHTEN UP - LIGHTEN UP!
(519) 853-1970 264 MAIN ST. N.

BEAT
LAST
YEAR'S
RECORD
OF
1,588
RED
NOSES!

the olde Hide House
GET IN THE COMMUNITY SPIRIT
Lighten Up!

Acton FOODLAND
PUT YOUR RED NOSE FORWARD
140 MILL ST. E. (519) 853-0400

GLENLEA Drug Mart
GRIN AND WEAR IT!
294 QUEEN ST. 853-2220

Denny's Insurance 50 years of service
"Lighten up" for a day and feel secure all year by being insured to value.
Your Insurance Broker Understands
15 MILL STREET WEST, ACTON - 853-0150

Red Rose Country Crafts
35% OFF CROSS STITCH KITS
37 MILL ST. EAST ACTON MONDAY, FEB. 6 ONLY 853-1743

The Action For Acton Committee Is Pleased To Present ...
Lighten Up Canada
A Week of Winter Fun In Acton February 6 - 11, 1995

Winter ... a time traditionally reserved for gray skies, snow shovelling and the blues. Well for at least one week this year, our town is going to LIGHTEN UP!! A series of fun-filled events are planned to amuse you, entertain you and generally make winter seem a little more bearable. Join in whenever you can and let's make this a winter to remember in Acton!!
The fun begins on Monday February 6th with Red Nose Day. Your school-aged children will receive their red noses at school and will participate in the contest with their friends, but why not join in. You can obtain your own red nose through many of our local merchants for a nominal charge. Join hands with friends and family along Mill Street at 11:00 a.m. This has been a record setting event for Acton for several years now!! Let's see an even better turn out this year and have a load of fun!! It's silly, it's simple, it's fun ... why not join in??!

Tues. Feb. 7th: St. Joseph's School	1:00 - 3:00 p.m.
Wed. Feb. 8th: M.Z. Bennett/McKenzie Smith - Grades 4 - 8 at McKenzie Smith	All Day
Kindergarten - Grade 3 at MZ Bennett	Afternoon
Thurs. Feb. 9th: Robert Little School	All Day
Acton High School will run events each day of the week:	
Mon. Tobagging Party - Sir Donald Mann Park	6:30 - 8:30 p.m.
Tues. Superstars Contest - Gymnasium	2:00 - 4:00 p.m.
Wed. Skating Party - McKenzie Smith	6:30 - 8:30 p.m.
Thurs. Winter Olympics Team Competition	2:00 - 4:00 p.m.
Fri. Midget Girls 8 Team Volleyball Tourn.	9:00 - 6:00 p.m.
Sat. Feb. 11th: Acton Minor Hockey League Tournament at the Arena	All Day