



Even Beavers and Ducks agree...

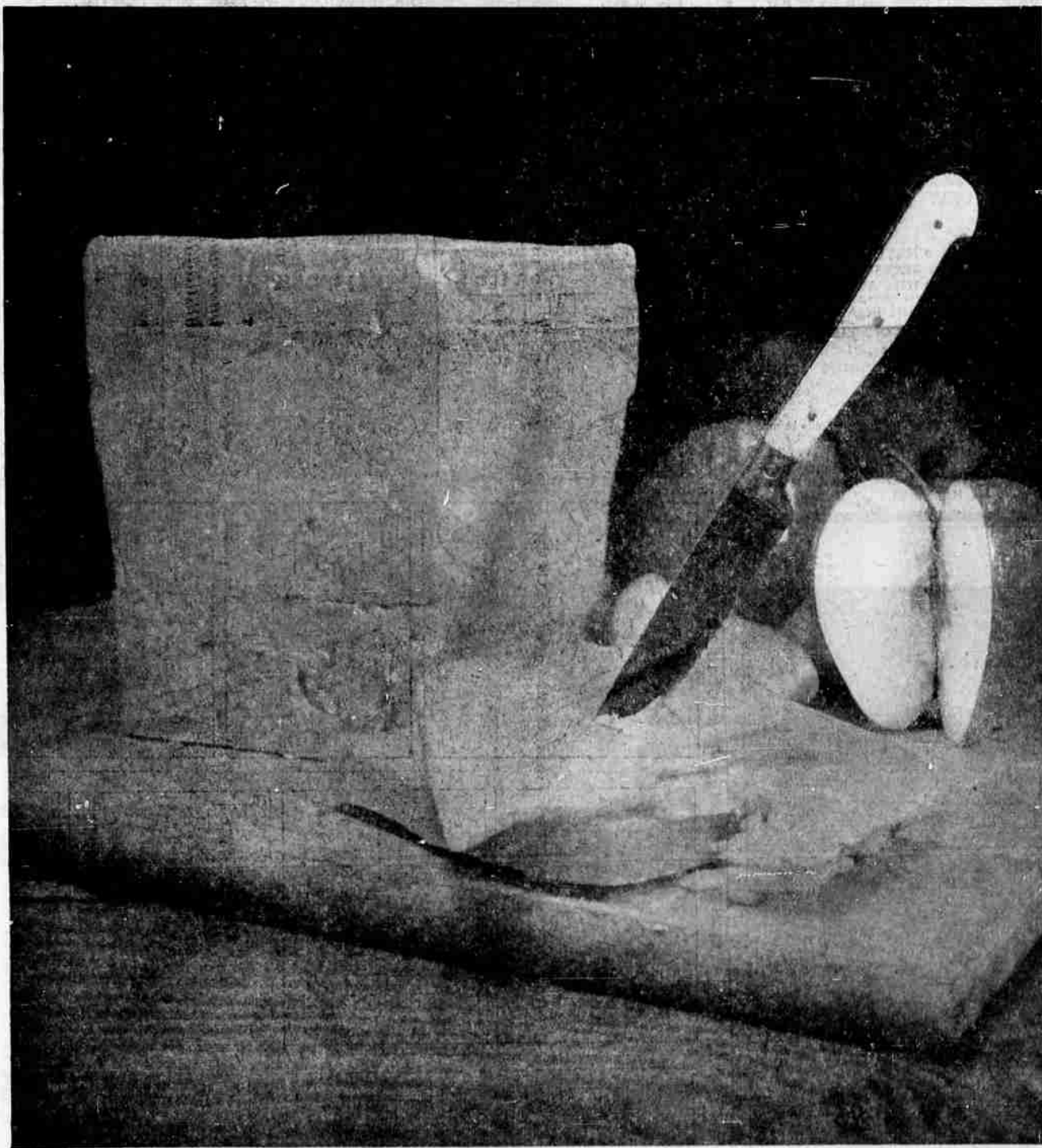


OREGON PRODUCES
PRIZE-WINNING CHEESES
 WITH "OLD-WORLD" FLAVOR

*Oregon cheese makers have won 1st place in national cheese-making competitions 6 times since 1947.

For tasty snacks after the big football game or for exciting treats in the lunch box and at the family table, Oregon cheeses are the outstanding favorites with everyone!

Milk produced in Oregon's mild climate from lush, green pastures combines with old-world cheese-making skills and modern manufacturing to provide flavorful, Protein-packed cheese acclaimed the world over for superior quality. Next time you shop, look for cheeses produced in Oregon... they're the most delightful of all!



HOW TO BUY CHEESE: Choose an Oregon natural cheddar from a wide selection of shapes and flavors ranging from mild to tangy sharp.

WHERE TO STORE: Keep cheeses in your refrigerator, tightly covered to prevent drying. Wrap in plastic film, foil, paraffin or heavy waxed paper.

HOW TO SERVE: Allow cheese to come to room temperature for best eating enjoyment.

COOKING: Use only moderate heat and a minimum of cooking time, as cheese is a high protein food. For fast melting, shred cheese and blend into hot sauce. To add tangy zest to your cooking, a sharp cheddar is usually desired.

TIPS ON USES:

Cheese and Salads: Your favorite color-splashed salads of fruit and vegetables may be flavored to your liking with cheese.

Cheese and Snacks: Warm up to a hot cheese dip after a cool afternoon at the game. Serve cheese hot or cold in sandwiches; cheese teams with meats, seafoods, chicken or turkey. Takes just seconds to fancy up a cheese 'n' fruit tray.

Cheese and Vegetables: A delicious topper of savory sauces or fine cheese flakes adds new importance to everyday vegetables.

Cheese and Desserts: For a sophisticated simple dessert, try pears and cheese, apples and cheese or a wedge of cheddar with your favorite fruit pie.

Cheese with New Ideas: Melt shredded Oregon cheddar cheese in your favorite fish chowder or melt it over an open-faced crab or tuna sandwich. Bake your own delicious cheddar whole wheat bread.

Cheese is an integral part of many taste tempting dishes. There are cheese fondues, souffles, cheese with noodles, rice and macaroni. Remember, 1/2 pound of cheese provides nearly the same amount of protein as one pound of average meat.



Colorful FREE GUIDE
 for choosing and using cheese

Send pre-stamped envelope
 addressed to yourself to:

OREGON DAIRY PRODUCTS COMMISSION
 0123 S.W. Hamilton, Portland

Remember...when you buy cheese, look for
OREGON CHEESE in these brands

This advertisement is sponsored by Oregon Cheese Manufacturers and by dairy farmers through their Oregon Dairy Products Commission

