

1. Full citation.

Philip Elmer-DeWitt, "Udder Insanity!", *Time Magazine*, May 17, 1993

2. Where did/does the author work, what else has s/he written about, and what are her/his credentials? (This question only has to be answered once for Vogel.)

Philip Elmer-DeWitt is now a contributor to Fortune magazine. DeWitt writes an online column about Apple, Inc. He was the first computer writer for Time Magazine. He was raised in Lexington, Massachusetts. He received his degree from Oberlin College and studied at University of California, Berkeley for English literature, and he studied at Columbia University for journalism.

3. What are the topics of the text?

The topics of the text are animal treatment, hormones, antibiotics, dairy farms, and public health.

4. What is the main argument of the text?

The main argument of the text is that milk is an icon of the American diet, but milk companies are not being completely honest about chemicals being used in the production of milk.

5. Describe at least three ways that the argument is supported.

Firstly, the argument is supported with is that milk at that point was not labeled with the treatment of cows that produce milk. People are unaware that they are being fed artificial growth hormones. The second argument is supported that maybe not everything should be labeled. Scientist at the National Institute of Health and FCA discovered that milk from treated and untreated cows are biologically the same. Another support is that if farmers use the chemicals, they are worried it will cause too much milk and a decrease in prices.

6. What three quotes capture the message of the text?

"The immediate question, debated with considerable heat before two Food and Drug Administration advisory panels, was whether to require special labels on milk from cows given a synthetic hormone to increase their production."

"Dairy farmers have known for decades that cows given booster shots of BGH would produce more milk -- up to 15% more. But the only available source of the hormone was the pituitary glands of butchered cows, which yield only minute quantities. Dairy farmers have known for decades that cows given booster shots of BGH would produce more milk -- up to 15% more. But the only available source of the hormone was the pituitary glands of butchered cows, which yield only minute quantities."

"Scientists at the National Institutes of Health and the FDA have found that, in fact, there is no elevated level of BGH in the milk of cows who received the hormone. 'Milk from treated and untreated cows is functionally and biologically the same,' asserts Lisa Watson, a Monsanto spokeswoman, who points to a list of scientific groups, including the American Medical Association, that endorse the safety of milk from BGH-treated cows."

7. What three questions about environmental risk and precaution does this article leave you with?

Does labeling of products actually cause more confusion?

Carrie Ann Drexel
Governing Environmental Risk
02/12/13

What chemicals are ok to label and which chemicals are unnecessary to put on labels?

Does the fact that there are so many chemicals to label mean that there should be fewer chemicals in our products?