
Straight Talk

by Pete Hardin

Take Pizza Hut to the Woodshed

My theory on dealing with bullies is a person needs to pick out one of the biggest, most deserving of the species and thrash away ... hoping that maybe, just maybe, the rest of the bunch may get the hint. In this case, let's take Pizza Hut to the woodshed.

I have had it with the labeling abuse—using names of good, standardized dairy products on “stuff” (for lack of a four-letter word) that is not legal. I've had it with big corporations padding their bottom-line profits by using adulterated, misbranded, illegal products. And government agencies that do nothing to uphold food labeling laws are no better than the corporations breaking the laws.

Let's take Pizza Hut to the woodshed.

*Go to a nearby Pizza Hut, study the menu, and order a (small) pizza that's advertised as containing “Mozzarella” (such as the “Cheese Lovers entrée). After you have thus dined, but before you pay your bill, ask to see the manager and ask to see the box of “Mozzarella” that was put on your cheese. If the manager can't show you that, chew him/her out, pay your bill, tell the manager that you're appalled that a company like Pizza Hut would sell “stuff” (for lack of a four-letter word) that's not Mozzarella. BE SURE TO GET A RECEIPT, BECAUSE NEXT YOU

RE GOING TO CALL UP AND ASK NATIONAL HEADQUARTERS FOR A REFUND!

Call up Pizza Hut's “Customer Satisfaction” hotline! Once again, that telephone number is 800-948-8488. It's a toll-free call. Tell Pizza Hut's answer persons that you angry they're using “Pizza Cheese” illegally described as “Mozzarella.” Ask Pizza Hut's national headquarters to issue you a refund check. Don't take any #\$\$%@ offers for an in-store coupon, because you're in the dairy industry and you're not going back to a crooked franchise that mislabels sub-standard cheeses as “Mozzarella.”

*Tell your friends about Pizza Hut and advise them to patronize local businesses, not national chains. We'll put this story on our Web site:

www.themilkweed.com

*Write a letter to the editor of your local daily newspaper, and write one to your local farm papers, also. Call up the editor of the farm paper and tell him/her to do a story on Pizza Hut's phony, illegal “Mozzarella” cheese toppings.

*Call TV stations and radio stations, while you're at it. Need extra copies of The Milkweed to hand out for information? Call me and just ask!

*Find out what agency, or agencies, in your state is responsible for dairy product integrity and consumer labeling honesty. Call up those folks and bend your ear. Tell them what's what, get the name and phone number of the person you're talking to, and tell them you'll call back in a couple weeks to find out what they've done. (Editor's note: In Wisconsin and New York, it takes a lot of “encouragement” to get the state agriculture departments off their duffs on labeling violations.) PIZZA HUT'S USE OF “PIZZA CHEESE” AS MOZZARELLA IS CONSUMER FRAUD!

I'll figure out what appropriate federal agencies may be involved in this one.

Friends, at some point, the honest folks in the dairy industry have to do something about all these big corporate shenanigans that deprive dairy farmers of an honest price and defraud consumers of honest value of properly labeled dairy products. I'm sick of all the imports, tired of FDA wanting to approve all these changes in dairy product standards, tired of major dairy processors trying to find every loophole through which to sneak cheaper ingredients into wholesome dairy products.

Let's take Pizza Hut to the woodshed ... and similarly thrash anybody else who gets in the way or makes excuses for such blatant consumer fraud. The best way to whup a consumer marketing giant is to call legitimate public attention to fraudulent products.
