

Leader Launches State Farm Food Promotion Plans

In a move to assist Pennsylvania farmers and consumers, Governor George M. Leader Monday announced plans for the start of a program of promotion for Pennsylvania farm foods.

Organization of a marketing advisory committee to cooperate with the State Department of Agriculture will be proposed at a conference here next month. Representatives of all phases of food production, processing and distribution within the Commonwealth are being asked to meet in Harrisburg Nov. 8.

The conference is being called by the Governor and Agriculture Secretary William L. Henning to expand activities of the State Bureau of Markets.

Initial efforts in a long term program will be largely exploratory, using a legislative appropriation of \$10,000 in the agriculture department's current budget for which federal matching funds are available, the Governor said.

"Unfortunately," he continued, "agricultural products have not had the benefit of an aggressive, planned promotion campaign which would allow them to compete successfully with many products from lower cost producing areas.

"Now we are ready to lend a hand to our farmers through their statewide organizations, to help them promote their quality products."

Secretary Henning explained that a modest beginning is planned for a program that in time should prove a great boon to farmers. He said the Nov. 8 meeting would bring together representatives from farm organizations, food manufacturers, hotels, restaurants, distributors and allied groups to plan cooperative work in efficient marketing and promotion for Pennsylvania farm food products.

Under preliminary plans worked out by Henning and John L. Rainey, newly appointed director of the department's Bureau of Markets, it is proposed that the advisory committee will have these four basic missions at the start:

1. Encourage cooperation among commodity groups on personal activities and coordinate farm-to dinner table promotions.
2. Assist commodity groups and others who do not have their own marketing staffs.
3. Set up methods of handling emergency or surplus food promotions.
4. Counsel the Bureau on ways to improve overall marketing of food products in Pennsylvania.

"We are hopeful," Secretary Henning said, "that the proposed marketing advisory committee

Statement required by the act of August 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) showing the ownership, management, and circulation of Lancaster Farming published weekly at Quarryville - Pennsylvania for Sept. 30, 1956.

Publisher Alfred C. Alsbach 42 N. Duke St., Lancaster, Pa.
Editor Ernest J. Neill, Broad Street Quarryville, Pa.

Business manager C. Wallace Abel, Stanton Road, Quarryville, Pa.

The owner is: Alfred C. Alsbach, 42 North Duke St., Lancaster, Pa.

The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: None. Publication. Alfred C. Alsbach sworn to and subscribed before me this 28th day of September, 1956. Lura M. Koene (My commission expires 10-1-59).

Grand, Reserve Champion Ayrshire



Abram G. Flory, R3 Manheim, here receives the Cassel Feed Co. trophy for showing the grand champion Ayrshire at the Manheim Community Farm Show. Presenting the trophy is Gene Cassel.

Abram was showing the heifer for his sister, Florence Mae Flory, who was in Chicago as a member of the 4H Dairy Judging Team. (Lancaster Farming Staff Photo).

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Friday, Oct. 12, 1956

GRANDMA'S ANSWER

Grandma was telling the family about her day in Cincinnati. "I met such a pleasant young man in the train," she said. "He offered to give me the winner of the Kentucky Derby."

"And did he?" one asked eagerly.

"Of course not, my dear," she replied. "I had to tell him that the chickens take up all the garden and we've no room for a horse."

representatives "many of whom feel that food promotional work could benefit greatly through a central clearing house." Invitations are being sent to the state and area organizations concerned. He emphasized that the coming meeting would be open to all interested persons.

Director Rainey declared the advisory committee should provide a way "to pool the great amount of marketing knowledge and techniques already used by different segments of the farm food industry.

"This pooling and the counseling on new ideas will be mutually helpful to all growers, processors, grocers, restaurant operators and others who are part of the food industry — right down to and including the eventual consumer."

will be a major factor in keeping Pennsylvania's food marketing efficient and making improvements to keep pace with the

times. Our farmers are noted for the high quality of their products and consumers need to be impressed with that important

fact." He said the advisory committee proposal resulted from discussions with farm-food



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