## 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 dstribution 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

"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 commttee 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.

Assist commodity groups and others who de not have their own marketing staffs.

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

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## 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. (Lançaster Farming Staff Photo).

ments to keep pace with the pressed with that important discussions with farm-food

will be a major factor in keeping times. Our farmers are noted for fact." Pennsylvania's food marketing the high quality of their products efficient and making improve- and consumers need to be im-

He said the advisory committee proposal resulted from

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#### **GRANDMA'S ANSWER**

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

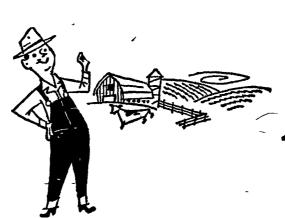
"And did he?" one asked eagerlv.

"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 Invitations clearing house." 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 eventlual consumer."



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