

● Four-Point

(Continued from page 1) bers sitting through sessions of no interest to them.

The council will remain in a purely advisory role to the Secretary and Department; and as a meeting place.

Dr. William L. Henning, Sec. of Agriculture, was then introduced to present and explain the proposed marketing program.

As presented by Henning, the program would include, if passed by the General Assembly:

An act to clarify and further define the duties of the Dept of Agriculture and its Bureau of Markets, specifically to include the field of promotion and market expansion.

An enabling act to permit agricultural producers to help themselves through marketing orders and agreements

A special appropriation of \$250,000 in the budget to be used on a matching-fund basis with commodity groups for the promotion of Penna products

An expanded appropria-

tion of \$300,000 for the Department marketing activities; \$10,000 for additional market news service, \$20,000 for continuing and expanding the Milk Marketing Survey, and \$270,000 to promote the use of Penna. Agricultural Products.

The enabling act would permit establishment of a service to conduct marketing surveys and disseminate information concerning general market seasons or special problems as they arise.

It would permit the inclusion in market orders, is so desired by producers, the regulation of periods when the controlled crop or specific varieties might be marketed. This would be to prevent the marketing of storable crops or varieties at a time when it would destroy the price of perishables — removing temporary market glut and retaining a stable price

The enabling act would permit establishment of uniform grading and inspection and uniform standards, grades and container specifications for controlled com-

modities.

It would permit the establishment of special research designed to benefit specific commodities or agriculture in general.

It would provide for establishing plans for promotion of sales for Penna. Produced products.

Permit establishment, within a marketing order, of an information program acquainting dealers, shippers and processors of a commodity of the provisions and purpose of the order.

It would require correct labeling of any product in conformity with a marketing order.

The enabling act would allow the Sec. of Agriculture to cooperate with any agency (local, state, regional or national), in any way deemed beneficial to Pennsylvania agriculture under provisions of the act

Henning emphasized that only those commodity groups who wish marketing orders and agreements need avail themselves of the permission granted in the enabling act to establish them.

He pointed out that orders would come from the leadership of commodity groups. The Dept of Ag would do the legal groundwork, assist in writing the order as desired by producers and submit it to a vote.

The procedure would involve a petition from the commodity group, hearings by the department to collect information to determine the facts, writing the order and submission to "all known producers who would be affected by the order"

For approval, the order would need at least two-thirds of all votes cast; at least half of affected producers must vote and at least half of the commodity production would have to be represented by affirmative votes.

Each commodity marketing order and agreement would have an advisory board, with members appointed from nominations by the industry. Each order may spell out the arrangement for directors as to geographic distribution, term of office, duties and numbers (with a minimum of five members)

There would be no salary, with expenses not to exceed \$15 per day for directors

The Dept. would have one representative on the board. Under Pennsylvania law, Henning told the Council, the Secretary of Agriculture must remain solely responsible for funds expended by his Department; therefore, the Sec. must—by law—have final authority for use of funds in the marketing orders.

The boards basically would administer the orders and agreements, recommend changes, policy and methods of operation, receive and handle complaints, assist in collection of information and data as the Sec. deems for proper administration. Final executive authority would remain with the Sec of Agriculture.

The act would provide for appropriation of \$25,000 to be used as a revolving fund to defray expense of referendums, of each order, as established. The fund would be reimbursed by each ord-

er, following establishment. Henning pointed out there is no provision for exemption of small producers in the act itself. The provisions would be spelled in the individual marketing orders, he said.

They could provide exemption of minor producers from quality control, participation in promotion check-off systems, or requirements.

In allocating money the proposed \$250,000 for matching-fund program Henning spelled out considerations the department would use in decisions

They are: Thoroughness and agreement proposed. Willingness of agricultural groups to share economic value of marketing and potential framework and for a continuing program. Inclusion of quality control provisions as a (Turn to page 7)

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