



APPOINTED SECRETARY. The Lancaster County Soil and Water Directors accepted with regret the resignation of Garland Gingerich (left) as secretary at their regular board meeting Monday night at the Farm and Home Center. Appointed to fill the vacancy was Richard Hackenberger who has been acting secretary during Gingerich's recent leave of absence for medical missionary work in Honduras. L. F. Photo

ADA Approves \$15 Million Budget

The board of directors of American Dairy Association approved a record high budget of \$15 million to promote dairy products in 1969 at the fall board meeting in Minneapolis, last month. The 1969 budget, which represents an increase of approximately \$2.5 million over 1968, includes funds provided under the basic ADA-set-aside program and additional funds invested by producers in about 60 special milk market programs.

More than 300 directors, staff members, and guests from 46 ADA member units in 49 states attended the three day meeting. The directors approved a \$12 million spending plan for consumer advertising of milk and milk products in 1969. Of this amount, \$6.26 million is slated for television; \$1.6 million for nationally circulated magazines; newspapers with \$1.05 million; outdoor advertising at \$950,000; radio \$825,000; and point-in-sale materials, \$700,000.

A budget of \$1 million for ADA's enlarged Research & Development division was also approved. This includes \$90,000 for market research and \$125,000 for research grants to various universities. Most of the bal-

ance will be used to develop new and improved dairy products and to find new uses for existing dairy foods.

Other approved ADA budgets include: Public Relations, \$200,000; Dairy Foods Publicity, \$350,000; Market Promotion materials and services, \$600,000; support to National Dairy Council, \$275,000; and Membership Development and Service, \$250,000.

In his opening address to directors, ADA President Troy Kern, Cooper, Texas, said that while the association is planning

to expedite its enlarged research and development program "ADA is not suffering any delusion that it can conduct a full-scale R & D effort with present resources. We cannot do a complete and effective job of developing new and better dairy products that will halt the loss of markets without the full support of the dairy industry, and particularly of producer groups," he said.

Dairy farmers cannot be satisfied, he added, "until our research and development division is producing a steady stream of new products that consumers want."

Acting on a recommendation of its membership committee, the board approved a new uniform membership affiliation and service agreement designed to "spell out" the relationship of

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● For The Farm Wife

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serving with whipped cream
Makes about 2 quarts

DATE-ORANGE OATMEAL BREAD

Bread:

- 1½ cups sifted all-purpose flour
- 1 tablespoon baking powder
- 1¼ teaspoons salt
- 1½ cups finely cut pitted dates
- 1 tablespoon freshly grated orange peel
- 1 cup firmly packed brown sugar
- 1 cup rolled oats, quick or old-fashioned, uncooked
- 1 cup milk
- 2 eggs, beaten
- ¼ cup vegetable oil

Topping:

- 1 8-oz. pkg. cream cheese, softened
- 3 tablespoons orange juice

For bread, sift together flour, baking powder and salt into bowl. Add dates and orange peel, stirring to coat evenly with flour mixture. Stir in sugar and oats. Add milk, eggs and oil, stir only until dry ingredients are moistened. Pour batter into greased and waxed paper-lined 8½x4½x2½ inch loaf pan.

Bake in preheated moderate oven (350 degrees) 60 to 65 minutes or until cake tester inserted in center of loaf comes out clean. Cool on wire rack about 10 minutes. Remove from pan, peel off waxed paper; cool thoroughly. Wrap cooled bread and store one day before slicing.

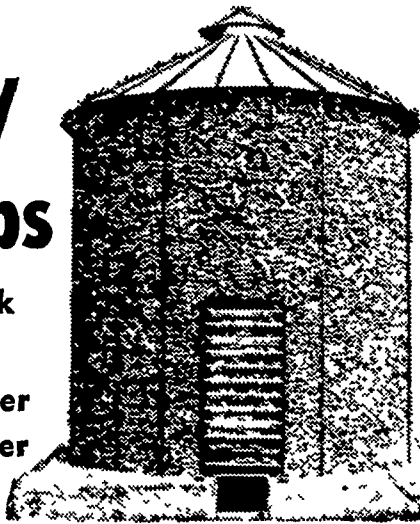
Just before serving prepare topping. Beat cream cheese and orange juice together until smooth and fluffy. Spread half of orange-cream cheese mixture on top of loaf, serve remainder alongside as spread.

Value of Farmland Increases

Since 1960, the increase in the value of farmland has been rapid, says Virgil E. Crowley, extension farm management specialist at Penn State. For the US as a whole, farmers are the major buyers. But in the north-east part of the country, active farmers only accounted for 44 percent of the buyers during the period March, 1966, to March, 1967.

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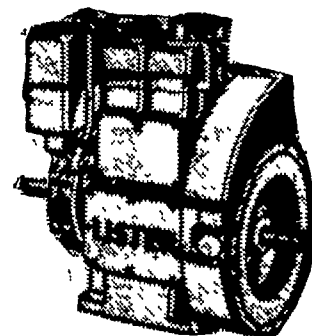
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