

Initial Steps Taken To Seek A Milk Referendum

Initial steps to seek a referendum among Pennsylvania milk producers on a proposed self-assessment program to promote the sale and use of milk have been taken by the state's dairy industry.

Plans to seek the referendum and for a proposed program to raise approximately \$1,600,000 for advertising promotion and research have been recommended by a special committee representing a cross-section of both dairy cooperatives and independent milk producers of Pennsylvania. The proposal will be presented March 24 to a Milk Marketing Promotion Committee which was appointed last year by State Agriculture Secretary Leland H. Bull.

The report of the special committee — an inner working group of the main committee — also will recommend a plan for raising promotion funds through assessments amounting to one-half of one per cent of each producer's gross milk check, or about three cents per hundred-weight of milk sold.

Such a program would be carried out under the Pennsylvania Agricultural Commodities Marketing Act of 1968, which per-

mits a commodity group to call for a vote among affected producers who would have the opportunity to vote for or against self assessment.

All commercial milk producers would be affected by such a marketing program if it is approved by two thirds of those casting ballots.

Spending of funds raised in this manner would be under the direction of an advisory board. The Agricultural Commodities Marketing Act provides that the advisory board shall be made up of members appointed by the State Agriculture Secretary from nominations submitted by producers.

If the proposal is approved by the Milk Marketing Promotion Committee at its March 24 meeting a public hearing on the recommended program would be held in Harrisburg July 15, with voting scheduled for November 25. If approved by voters, the program would get under way January 1, 1970.

Chairman of the special, or inner working committee, is William H. Juzi, of the Pennsylvania Guernsey Breeders Association. Other members include John K. Kooke, Jr., represent-

ing independent dairy operators: John A. Strittmatter, Allied Milk Producers Cooperative, Inc.; James A. Beaver, Northeast Dairy Federation; Freebun Love, Eastern Milk Producers Cooperative Association; Homer H. Matz, Dairyman's Cooperative Sales Association; Harold E. Danymen's League Cooperative Association, Inc.; Caleb K. Hobbie, Lehigh Valley Cooperative Farmers; James E. Honan, Inter-State Milk Producers Cooperative. Serving as advisors are Joe S. Taylor, of The Pennsylvania State University, and Raymond F. Reiter, of the Pennsylvania Department of Agriculture.

Currently, Pennsylvania producers support on a voluntary basis such national milk promotion programs as those of the American Dairy Association and the National Dairy Council as

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well as regional promotional activities of these organizations. The special committee has recommended continued support of these programs.

Pennsylvania has approximately 22,000 dairy farmers whose annual cash receipts from milk total more than \$350 million.

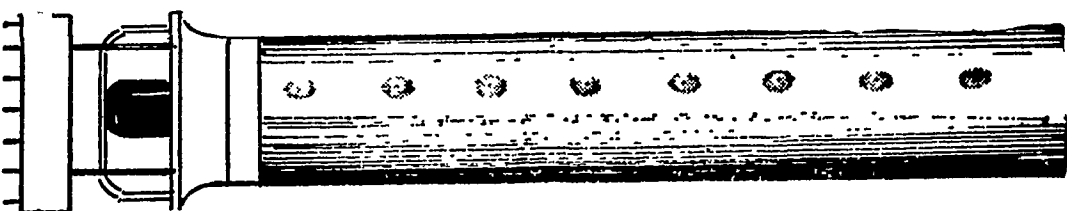
Pennsylvania is the nation's fifth ranking state in volume of milk production, and one of six states that provide more than half the United States total milk supply.

• Vintage

(Continued from Page 2)

25 60, 3 head 26 00 26 85, and 3 head 28 00 28 60
CALVES 387 — Vealers 1 00-2 00 higher
VEALERS — Good 45 00-49 00, few Choice 50 00-52 00; Standard 41 00 45 00 Utility 36 00 41 00 Cull 90-120 lbs 29-00 35 00 70 85 lbs 24 50 30 00
HOGS 329 — Barrows and Gilts steady to 50 lower
BARROWS AND GILTS — US 12 195 240 lbs 22 00 22 50, US 2 195 250 lbs 21 50 21 75, US 2 3 220 255 lbs 20 35 21 35
SHEEP 26 — Woolled Lambs 2 00 3 00 higher Ewes steady to 1 00 higher
WOOLED LAMBS — Few Choice 65 95 lbs 35 00 38 00; Good 26 00 30 00
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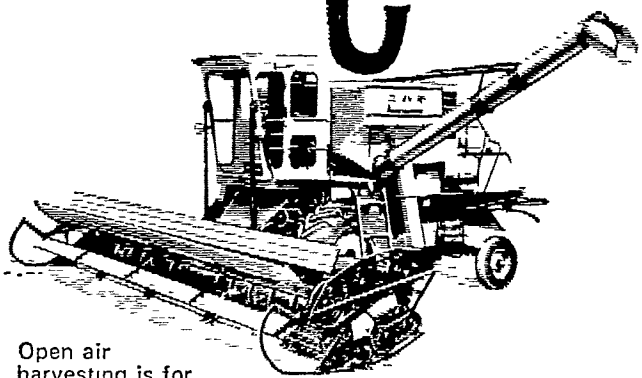
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