

Lancaster Farming

SECOND SECTION

Ben Morgan Coming Meeting Minutes For County Sheep Meet

The Extension Service has scheduled a county-wide sheep meeting for Monday evening, March 24, at 7:30 p.m., in the basement meeting room of the Farm and Home Center. BEN MORGAN, Livestock Extension Specialist from Penn State will be present to discuss the sheep business including the latest feeding and management practices.

"Sheep numbers are declining throughout the county and sheep prices are advancing", M M Smith, County Agent said. "This enterprise is one worthy of more attention for good returns on labor and investment"

Pa. Egg Marketing Assn.

President Ben Burkholder welcomed the members and called for the Treasurer's report, which was accepted as presented.

R. O. White, U.S.D.A. Market Reporting Service reported that an Inventory Report now being prepared on a trial and limited basis will be expanded. This will take place in Pennsylvania, as well as other states and areas. "There is no doubt about the fact that Inventory figures provide important information to measure trends." "To be effective the information must be accurate and must be available

as quickly as possible"

Allen Shade reporting for the Egg Council said that, they had made many important recommendations, many of which have been effective. "The change in institutional buying has assisted the industry. "An egg and poultry buyers guide will soon be available to the industry. "An Approved Egg Farm Program has been provided but, the Association and Industry members have not taken advantage of it. "Enabling Legislation is available to the industry and sometime there should be an organized effort to

take advantage of it. "The Council will continue to function under new leadership and certainly deserves the support and ideas of industry members".

S. P. Berenson reporting on Legislation called every member's attention to H.B.-316, that would without a doubt work a hardship on marketers in arranging and carrying out their trucking schedules. He insisted that every member contact their Legislators and express a desire that H.B.-316, not be supported. "These matters are important and to just sit in a meeting and then go home and do nothing will not get results. "Everyone has the responsibility to take time to protect theirs and other industry interests"

"He also urged that their same Legislators be informed

that S.B.-248 should not be approved because this legislation could cause a reduction in available funds for agricultural research".

Berenson called the members attention to the unfavorable publicity that occurred in a Lancaster paper. "He said that this was local, and can be damaging but even more so if it were state wide". "He felt that the group should assist in guarding against such unfavorable publicity and felt certain that some appropriate action will be taken with the people involved".

W. F. Johnstone, Extension Marketing Specialist, the speaker of the evening, discussed Commodity Advertising on an Industry basis. "Advertising may be on a brand or an output to gain new markets and retain old ones. "Advertising is complex, highly specialized, creative and more of an art than a science. "Advertising involves many such as copywriters, artists, layout, media, market research, account executives, expenditures, specialists for TV, Radio, news, magazines, point of purchase, out door and direct mail"

"The Big 'C' on advertising is the Consumer, and the 4-P's that must be considered are PLACE — PRODUCT — PRICE and PROMOTION"

"There are occasions when advertising is a waste of money and never should be started if the situation is checked carefully. "Many donations are often classed as advertising but actually they are not. "Such things as church, lodge, club, cookbook, church papers, flowers for deceased customers, bowling teams etc., are not to be considered as true advertising. "Do not expect results if advertising is for the purpose of helping with a poor product, a make up for poor customer treatment, to build traffic overnight or use misleading advertising to build confidence".

"Advertising is advisable if one wishes to identify business, build confidence, create good will, and build sales. "A great deal of thought work and good planning are required before embracing an advertising program".

"There are six steps very important in considering advertising:

1. Profile your company and your products.
2. Set your sales goals and market targets.
3. Decide how much and invest it wisely.
4. Schedule your program and your budget.
5. Work on your ADS.
6. Stick at it.

"Use a campaign concept — Planned, coordinated, integrated with promotional efforts built around a single theme or idea to reach a predetermined goal"

U.S. Milk Production 4% Less

Milk production in February is estimated at 8,795 million pounds, 4 percent less than a year earlier and the smallest February production since 1953. Most of the decrease from a year earlier was due to leap year day in 1968. Daily average February production was 1 percent less than a year earlier.

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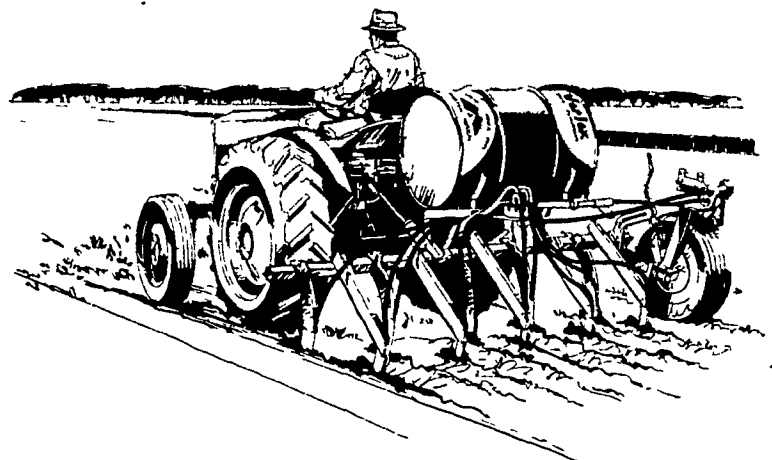
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Row Fumigate— All types of nematodes, soil disease, and weeds, can be controlled by Vorlex when it's applied as a row fumigant... and at a cost starting as low as \$20.00 per acre!

Or Broadcast (overall) Fumigate—Vorlex can also be used as a broadcast fumigant to control nematodes and soil disease.

Either method of Vorlex application can provide a healthy stand with even growth; plus uniform maturing and a bigger yield.

Each year Vorlex fumigate your entire tobacco acreage... get more tobacco per acre — more profits for you.



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