

3 Cent Hundredweight Assessment Considered For Milk Promotion

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

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.

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 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.

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 permits 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

Repair Damaged Trees Soon

Strong winds with heavy ice or snow on tree branches sometimes causes breaks and splitting. Trees having soft, brittle wood, such as soft maples, willows and poplars may be damaged. Craig S. Oliver, extension horticulturist at The Pennsylvania State University, suggests that broken branches be cut off and damaged areas be treated. Wounds and cuts should be covered with "wound paint" to reduce decay. For more detailed information see your county agent.

Garden Spot Young Farmer Meeting Set

The Garden Spot Young Farmers Association meeting will be held at the Garden Spot High School, New Holland, Wednesday, April 2 at 7:30 P.M.

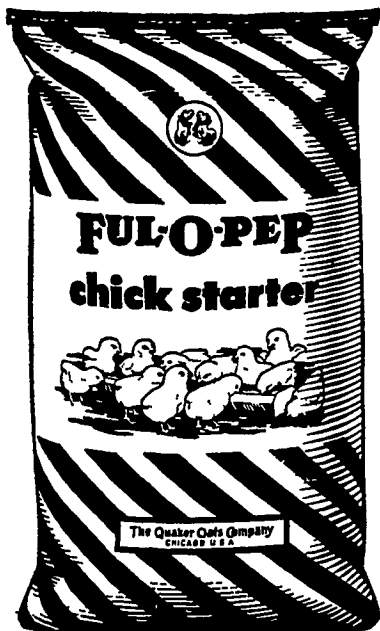
Speaker will be Robert L. Kimble, director of Meat Animal Evaluation Center at Penn State University.

Meeting will concern work of the evaluation center, results that they have received and how this information can be used by swine and beef farmers in this area.

The center is conducting an evaluation center test will be interesting to swine and beef producers. A slide presentation discussed.

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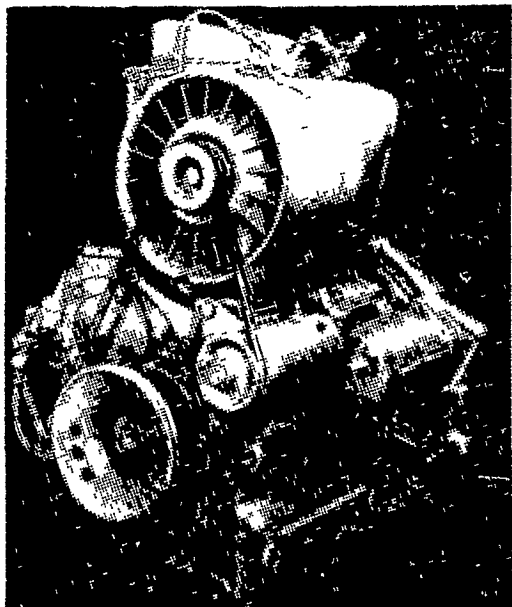
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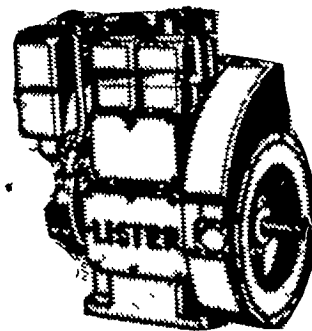
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