

● The Need
(Continued from Page 1)

milk production quality. It is important, I believe, even with the long history of quality improvement, for dairy farmers to keep in mind that the emphasis to improve milk quality is very likely to continue.

There are four specific areas relating to quality that I would like to ask dairy farmers to keep in mind:

First, is the matter of odor in the milk. Off-odor has become a seasonal production and a seasonal marketing problem. It is one that only farmers can control at the production level, and it may be costly for some farmers to control this off-odor problem. However, as herd size continues to increase, and now that milk moves through the bulk tank system, the importance of farmers controlling the flavor and odors cannot at all be overlooked. Farmers with weed or grass odor pay attention to controlling the source of such weed or grass odors. Silage odors must be controlled through better scheduled feeding programs. Barn odors and other objectionable odors must be handled through proper ventilation. With the ability of one off-odor farm tank to spoil the sale of ten times as much good milk, this problem must be solved.

Second, is the matter of pesticides. We have not done much

der, so as to meet the score sheet qualifications. I feel that most dairy farmers do well. Any improvement that is required in this part of maintaining sanitary regulations often does cost money. However, it is just as important that dairy farmers' housekeeping practices meet the sanitary regulations as it is that the fixed facilities meet such regulations, and amazingly, it costs very little, other than time, for housekeeping practices to be met.

As I said above, farmers are probably up to their ears with advice about improving milk quality, but since it is a cooperative's job to help its members sell their milk, I feel it necessary to point out, in my fourth area of concern, that total quality production is necessary in order to maintain market outlets for members. The ability of a cooperative and of its members to deliver a quality product enhances the ability of the cooperative to maintain market outlets or to obtain new market outlets. I am sure that most, if not all, dairy farmers fully appreciate this point.

Third, is the matter of general housekeeping practices. In the job of maintaining the stable, loafing pen, milk house and milking area in proper or-

der, so as to meet the score sheet qualifications. I feel that most dairy farmers do well. Any improvement that is required in this part of maintaining sanitary regulations often does cost money. However, it is just as important that dairy farmers' housekeeping practices meet the sanitary regulations as it is that the fixed facilities meet such regulations, and amazingly, it costs very little, other than time, for housekeeping practices to be met.

As I said above, farmers are probably up to their ears with advice about improving milk quality, but since it is a cooperative's job to help its members sell their milk, I feel it necessary to point out, in my fourth area of concern, that total quality production is necessary in order to maintain market outlets for members. The ability of a cooperative and of its members to deliver a quality product enhances the ability of the cooperative to maintain market outlets or to obtain new market outlets. I am sure that most, if not all, dairy farmers fully appreciate this point.

Retail Packaging Legislation

The spread of municipal legislation requiring completely transparent packaging for all perishable foods sold at retail, including eggs, has been noted by Charles J. Meler, vice president of the Poultry and Egg National Board.

sumably including eggs," Meler warned.

The egg industry must be alert to the spread of these local ordinances, he points out, because unless opposition is organized in each municipality there is the danger that eggs may be included in new packaging rules.

"A committee of the Chicago City Council recently gave a 'do pass' recommendation to an ordinance which would require transparent packaging of all fresh meats and produce offered for sale at retail," Meler said. He had given testimony at the committee hearing, resulting in eggs being excluded from the proposed ordinance.

New York City and Elizabeth, N. J. already have enacted transparent packaging laws, "and reform enthusiastic."

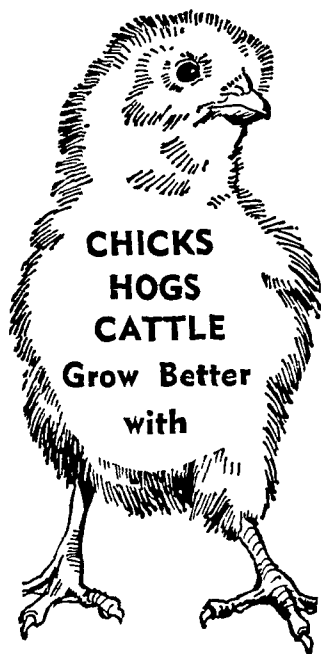
"There is no issue of public health involved," he notes, "just an overly-protective attitude by paternalistic legislators."

On the floor of the City Council, Meler reported, the action was to send the measure back to committee for revision.

"It's interesting that there are no completely transparent packages for eggs at the present time, and yet the sponsors of these so-called consumer protection bills call for such packaging of all perishable foods, pre-

One of our neighbor boys must be planning on being a doctor when he grows up—he is already saving old magazines.

In 70 years time, the average person's heart (1-250 hp capacity generates enough energy to lift the battleship Missouri about 15 feet



PIONEER FEEDS

Local Farmers Know a Good Feed When They Try It!



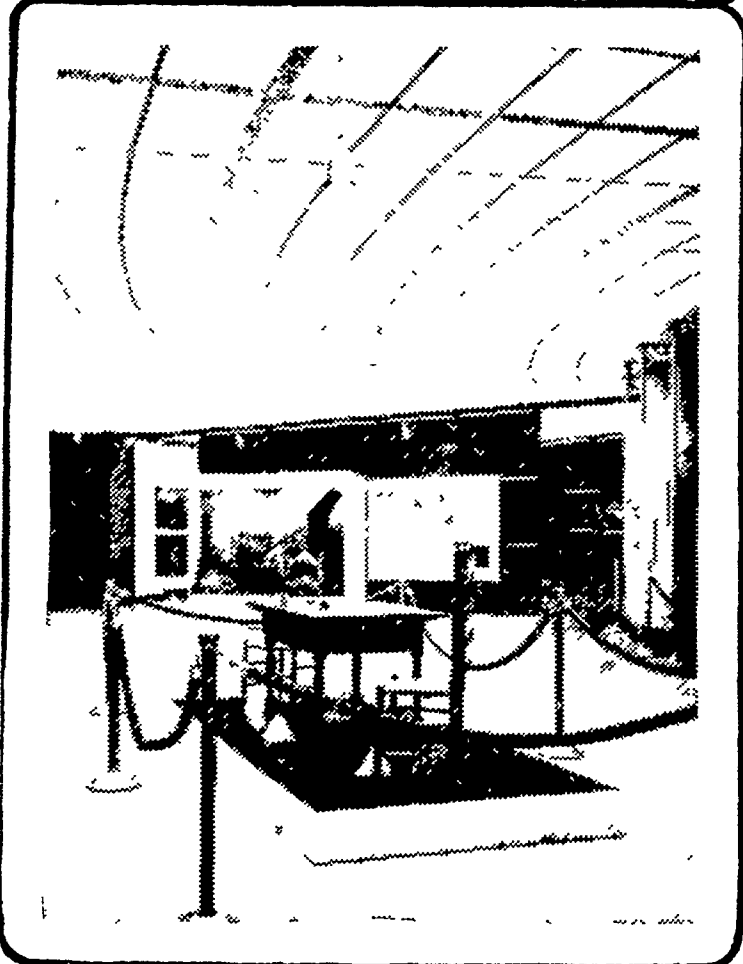
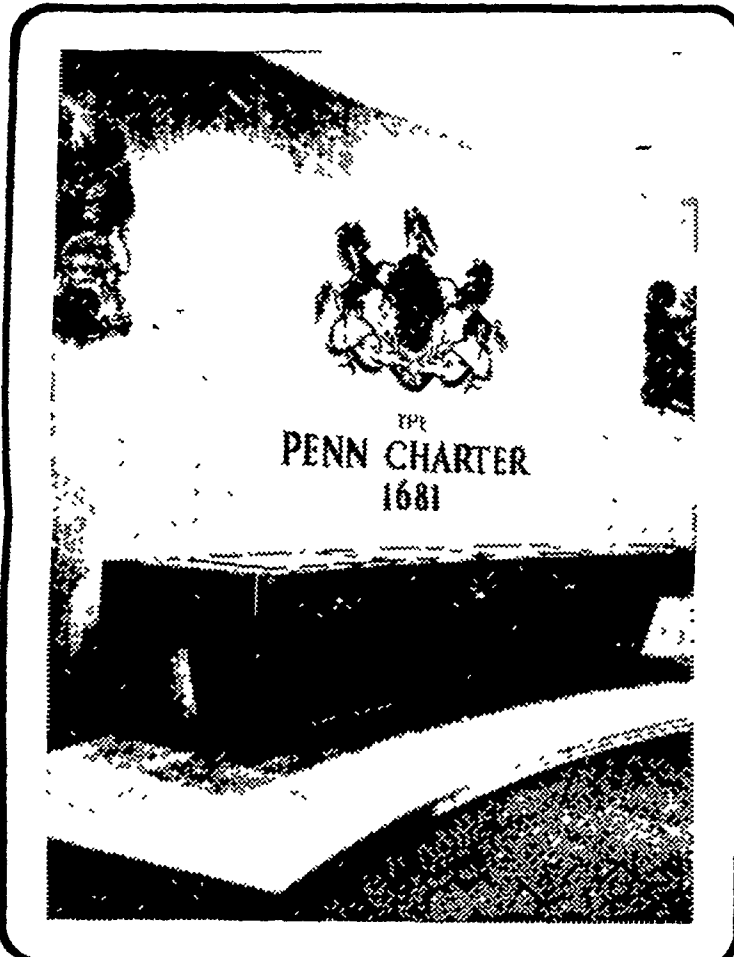
SINCE 1870

ELMER M. SHREINER

Trading as Good's Feed Mill

SPECIALIZING IN DAIRY AND HOG FEEDS

New Providence, Pa. Phone 786-2500



One of a series sponsored by the Pennsylvania Newspaper Publishers Association and presented as a public service as

**go places in Pennsylvania
William Penn
State Museum**

"This day my country was confirmed to me by the name of Pennsylvania, a name the King would give it in honour of my father . . . My God . . . will, I believe, bless and make it the seed of a nation."

Those are the words of William Penn, and they appear in gold letters in the Memorial Hall of the new State Museum, named for the founder of the state.

Constructed at a cost of \$11 million dollars, and now complete, the museum will rapidly become the showplace of displays depicting the transportation, fine arts, natural history, technology, military history, archaeology and geology of Pennsylvania.

Now formally dedicated, the State Museum features temporary displays. Special craftsmen and display planners are at work in the Museum's 273,310 square feet.

The continuous art exhibit program is being opened with a showing of the paintings of N. C. Wyeth, the late Pennsylvania artist and illustrator. The exhibit is being assembled with the cooperation of Andrew Wyeth, the late artist's equally renowned son.

The State Museum is the product of twenty years of planning to house the historical, archival and museum treasures of the Commonwealth.

Dr. Sylvester K. Stevens, executive director of the Pennsylvania Historical and Museum Commission, is in charge of the development of the exhibits.

Perhaps the most awesome sight in the new Museum is the 5000 pound 18-foot bronze statue of William Penn in the Memorial Hall. His hopes for Pennsylvania are now living truths, and examples of the Commonwealth's progress are in evidence in the Museum.



Governor's Committee of
100,000
PENNSYLVANIANS
for the promotion of economic growth

Governor's Committee of
100,000 PENNSYLVANIANS
for the promotion of economic growth
510 South Office Building • State Capitol
Harrisburg, Pennsylvania

I would like to join the Governor's Committee of "100,000 PENNSYLVANIANS for the promotion of economic growth."

Name: _____

Address: _____

City: _____ County: _____

Occupation: _____

part of this newspaper's participation in the program "100,000 PENNSYLVANIANS for the promotion of economic growth."