

Milk (Continued from Page 1)

reasons for the decrease in per capita milk consumption

A referendum among dairy farmers will be held by mail December 3 to December 17, 1969 to see if producers want a mandatory check off program throughout Pennsylvania.

If farmers vote for the program, \$2,000,000 will be made available to help promote the

sale of milk in the Pennsylvania marketing area. A farmer's investment will follow his milk to his market.

All dairymen who sell milk will contribute one-half of one percent of their gross milk check less hauling costs. That's about three cents per hundred weight.

An Advisory Board nominated by producers will decide how and where the money will be spent. The Board will represent all areas of the state.

All monies collected go into a restricted account and can be spent only on projects developed and approved by the Advisory Board.

The program must be approved by producers every three years. It may be terminated at any time by special referendum called by producers.

Information in the form of questions and answers were given at the meeting as follows:

Q. What is the authority for the milk marketing referendum?
A. The Agricultural Commodities Marketing Act of 1968.

Q. Who requested the referendum?
A. It was requested by a number of interested milk producers groups.

Q. Who will conduct the referendum?
A. The Pennsylvania Department of Agriculture under the direction of the Secretary.

Q. What am I voting for?
A. You are voting to assess yourself at the rate of one-half of one per cent (0.50%) of your gross value of milk, less hauling charges, for the purpose of providing funds to promote

sales of milk through increased consumption.

Q. Who is eligible to vote?
A. All milk producers in the Commonwealth who produce milk for sale.

Q. What percent of the vote is required to carry the referendum?

A. Two-thirds or more of those voting and representing not less than 50 percent of the production of those voting.

Q. Who will administer the program if the referendum carries?

A. It will be administered by an Advisory Board of 15 men, subject to the approval of the Secretary. The advisors will be appointed by the Secretary of Agriculture from nominations submitted by the producers.

Q. Who collects the money?

A. The Department of Agriculture collects the money from the producer who is responsible for such payment. He may designate a dealer to account for and submit pay-

ments. The money shall be paid into a special fund in the Department of Agriculture.

Q. Who decides how the money will be spent?

A. The Advisory Board.

Q. How much money will be available?

A. About \$2,000,000 — over twice as much as now raised voluntarily.

Q. If I vote against the program, will I have to pay anyway?

A. Yes, of two-thirds of those voting cast favorable ballots and if they produce not less than 50% of the milk produced by those voting.

Q. If I now contribute to ADA and Dairy Council, will this deduction go on top of that?

A. No. This will be an all-inclusive assessment, out of which allotments will be made by the Advisory Board to such groups as ADA and Dairy Council as the Board approves. However, there is nothing in the law or the referendum to prevent any local group of producers from developing a local promotional program in addition to the State-wide program.

Q. Is this deduction going to cost me more than I now give to ADA and Dairy Council?

A. If you now give a total of about 3c a cwt to these groups, your assessment under the Program will be about the same.

Q. Will every dairy farmer in Pennsylvania get a ballot?

A. Yes, if he sells his milk.

Q. Do all Pennsylvania producers pay even if their milk is sold outside the state?

A. Yes.

Q. What about producers in another state whose milk is sold in Pennsylvania?

A. They do not pay.

Q. If I now pay into an advertising fund which my dealer matches, would that be continued?

A. That would be up to the local producers to decide whether or not they wanted to continue their local program in addition to the State-wide program. The Advisory Board could also decide to cooperate with the local program.

Q. Do dealers match this program?

A. No. This is a program financed and controlled by producers.

Q. Will there be a public hearing prior to calling the referendum?

A. Yes — this has been set for July 15.

Q. When would the Program start if approved?

A. February 1, 1970.

Q. How long do I pay?

A. The Program must come up for renewal every three years, via referendum.

Q. Can the Program be voted out before the three years are up?

A. Yes, if a special referendum is requested in writing by at least ten per cent of the producers and the majority of those voting opposed it, or if more than 33 1/3% of the producers affected by the program request its termination in writing, the Secretary must terminate the Program.

Echoes are ok — but they seldom contribute much new.

It may take years of effort to prove your intelligence but only a second to show your stupidity.

A good leader is one who can inspire others to do what he wanted done, anyway.

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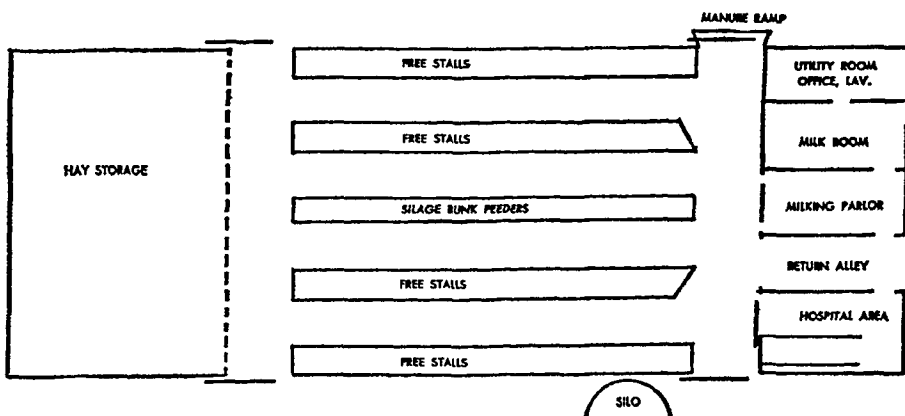
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