



TWENTY FIVE YEAR members were honored at the Inter-State Milk Cooperative meeting Thursday. They were Paul and Robert Wenger and Jerome Rhoads. In the Lancaster Farming Photo, Mr. and Mrs. Robert Wenger accept their plaque from Robert McSparran. Rhoads was not present.

5th Annual Southeastern Dairy Conference Slated For Feb. 3

Final plans are being made for the 5th Annual Southeastern Dairy Conference sponsored by Allis-Chalmers, Milwaukee, Wisconsin; New Holland Supply, New Holland Pa. Curtiss Breeders Service, Cary, Illinois, and John W Eshelman & Sons, Lancaster, Pa. It will be held at the Guernsey Barn located on Route 30 East of Lancaster, beginning at 9:30 a.m. and ending at 3:30 p.m., with a snow date of February 4. All dairymen and interested parties are invited to attend.

The theme of this year's conference will be "The 70's — Challenge of Change." The program will open with a presentation by Farm Specialist, Jerry B Shaffer, of Pennsylvania Power & Light Co. The presentation is entitled "Electromation in Agriculture." This will be followed by a discussion entitled "Manure Disposal, A Challenge" and will be led by Dr. Stanley G. Moom, Research Veterinarian with Vineland Laboratories, Vineland, New Jersey. The final item on the morning program will be "The Curtiss Complete Cow" by Mr. Morris B. Ewing, Director Performance Records Division Curtiss Breeders Service, Cary, Illinois.

Those in attendance will be the guests of the sponsors for lunch, after which there will be time to visit and observe many interesting displays relative to the various segments of the dairy business.

The afternoon program will get underway at 1:30 p.m. and continue with the same theme as William M. Babb, Jr., District Representative for Allis-Chalmers, will talk on "Accepting the Challenge of Change."

Dr. E. I. Robertson, Director of Nutrition for John W. Eshelman & Sons, Lancaster, will close out the program when he discusses "Fit the Feed to the Forage."

The Master of Ceremonies for

Moisture Vapor Proof Wrappings

Frozen food can be no better than the wrapping used for its protection, reminds Mrs. Ruth J. Buck, extension foods and nutrition specialist of The Pennsylvania State University. Freezer air is dry and draws moisture from a food. Always use wrappings that are moisture vapor proof to protect food against drying. Of the many wrappings available, aluminum foil is excellent. Household waxed paper is not moisture vapor proof. Plastic sheets may be used alone or with another wrapping to prevent breakage.

Kauffman Tells Dairymen Promotion Still Important

"Many people were surprised," said Harry Kauffman, Director of Public Relations, Dairy Council Inc., "but very few people have an answer why the recent state dairy referendum was defeated."

Speaking at the annual dinner meeting of the Quarryville and Southern Lancaster Locals of Inter-State Milk Producers Cooperative, Kauffman admitted the referendum was defeated "decisively" but maintained promotion is still important. "Some areas are really going to lose because of the defeat," he said, "especially where a promotion program has not been available."

"We could do more in this area too if we had more money but the thing that keeps me from

being completely disappointed is because Inter-State has a good, well-founded program of public relations and advertising. Your own organization's TV commercials give a fine image of the dairy farmer and they sell milk."

"Dairy Council has always said you must have a good diet that includes the four basic foods, one of which is milk. Because we have kept an impartial approach stressing nutritional balance we are able to go into the school to tell our story."

Kauffman said public opinion is now turning in favor of Dairy Council's approach. "The cycle has turned. The idea to be concerned with only one item in the diet is past. Now the public favors a balanced diet," he said.

The only way to counteract bad publicity is to tell the positive side of the milk story. We can still say milk is as essential in the diet as it ever was. Milk is the last thing that should be omitted from the diet.

"We have no problem we can't solve for we have the best product in the world," he concluded.

During the business period at the annual meeting held Thursday in the Quarryville Methodist Church, Paul and Robert Wenger, Quarryville R1 and Jerome Rhoads, Quarryville were recognized for 25 years of membership in the cooperative. Robert McSparran, Director and Mack Newton, Field Representative were also on the program. Robert Wenger presented the 4-H Dairy Club Awards to six local youths and Ray Young acted as toastmaster.



4-H DAIRY CLUB AWARD WINNERS at the Inter-State meeting, Thursday are (left to right) Suzanne Groff, Carol Groff,

Barbara Aaron, Tom Aaron, Joyce Groff and Sharon Groff. L. F. Photo

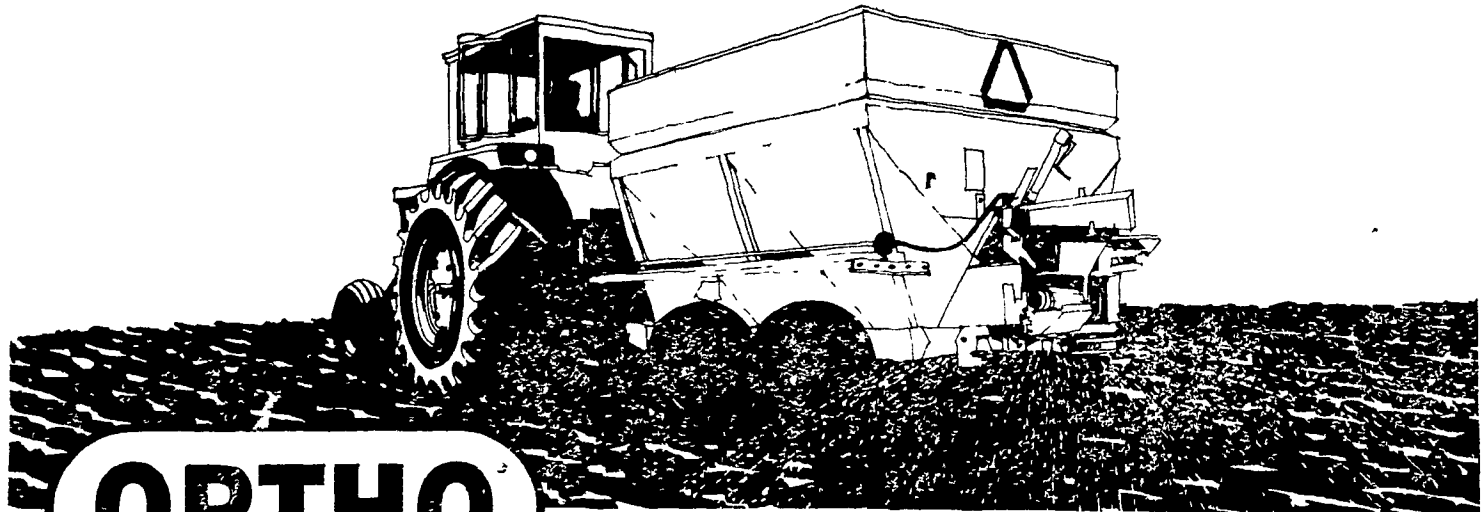
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