



DINNER CROWD at the Agway Dairyman's Day.

● Farmers Hear

(Continued from Page 1)

the 275 dairymen at the meeting, Porter said —

— low butterfat test is sometimes a result of low fiber content in the ration

— a high moisture corn feeding program must be carefully balanced and it requires special attention to details

— with lead or challenge feeding of dairy cows, the dry cow may be in better flesh condition than normal and feeding her should take into consideration this fact

An afternoon presentation of slides was given by Nick Ferrant, Jr., on the subject, "The War On Weeds," with special emphasis on the control of weeds in corn. "Weeds take moisture and plant food from the corn," he said. "Don't even let a weed get started. Any weed cuts your profits."

Recommending pre-emergence weed control as a goal, he said, "This way you can get the weeds before there is even a weed in the field. If you plan on letting the weeds get started you'll do

● Cities

(Continued from Page 1)

sed consumer approval of pork taste, provided information to offset consumer anxieties about pork and called attention to the increasing availability of the newer, leaner pork being produced on the nation's farms

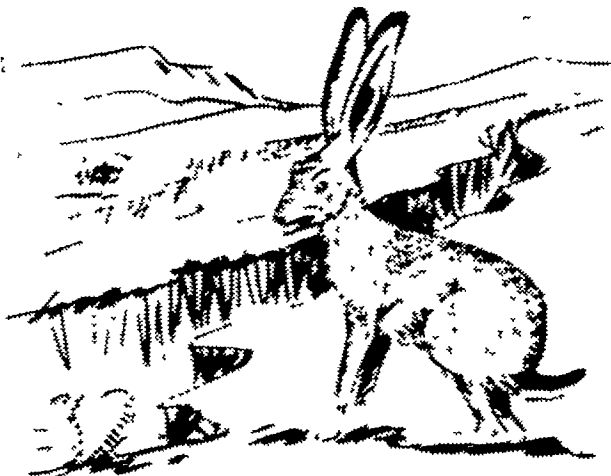
According to J. Marvin Garner, Exec. Vice-President of the Pork Council, a recent but fast-growing commodity promotion organization undertook the measurement of advertising effectiveness because relatively little is known about the actual impact of media advertising on non-branded products. The pork industry from producer to packer to retailer is determined to compete strongly for consumer attention and purchase of pork. Our earlier consumer research had pointed clearly to a consumer reluctance based on concern about pork's purity, its keeping qualities, its fat content and convenience in cooking. Fortunately, most of these anxieties are based on vague attitudes having little basis in fact. Our research has shown we believe, that the homemaker will accept the facts about pork, will change her mind about the product and will buy more regularly.

Complete details of the research project conducted by a major independent food marketing research firm are being made available to other segments of the pork industry.

everything else wrong too. You want to start with a clean field at planting and end with a clean field at harvest."

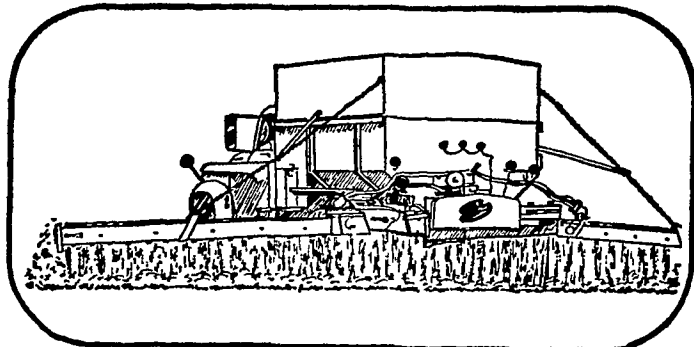
Also on the day long program He recommended chemical control of weeds was Ernie Channon, with the subject "Management Science Com- seen corn go down hill after cul- es Of Age"

Conservation Corner



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