

# Penn Manor FFA Has Eleventh Annual Father-Son Banquet

The Penn Manor FFA Chapter held its Eleventh Annual Father



William Landis, son of Mr. and Mrs. Jay E. Landis, received the Banker's Award and the DeKalb Award at the Penn Manor FFA Banquet.

and Son banquet April 2 at the West Willow Fire Hall with an attendance of 90 members and guests

A delicious ham dinner was served by the ladies auxiliary.

Mike Burton, Manor vocational agriculture teacher, presented the Star Greenhand award to Clair Hostetter.

William Regester, Penn Manor's assistant principal, presented the Star Chapter Farmer award to Clifford Charles

Penn Manor principal, Glenn Davis, presented the Star Red Rose Degree to Clyde Erb

Stanley Musselman, representing Lancaster County Bankers Association, presented the Bankers Award to William Landis. This award is presented to an outstanding FFA member.

Lampeter Fair awards, Lancaster corn, and tobacco were presented to the winners of these shows by August Birchler,



Among new 1971-72 officers of the Penn Manor FFA Chapter are: left to right, Dave Gerlach, vice president; Ted Huber, secretary; Tim Herr, reporter; Dennis

Landis, president, and Melvin Kauffman, chaplain. Not shown are: Greg Landis, treasurer, and Clyde Erb, sentinel.

Penn Manor FFA advisor, and Michael Burton respectively

Certificates of Appreciation were given by Dennis Landis to Roy Charles, a local farmer who helps the chapter in poultry judging; Herbert Schmidt, an assistant principal at Penn Man-

or who helps to supply vo-ag needs; Robert Mahick, responsible for allowing the chapter to give demonstrations on Noon Day on 8 on WGAL-TV.

Farm Show awards were presented to winners by August Birchler.

William Landis, chapter president, presented Glenn Davis, Penn Manor principal, with an Honorary Chapter Farmer award.

FFA Foundation awards were presented by Herbert Schmidt to the three Star Farmers and to Michael Pitz for agri-business and Gregory Landis for dairy. James Charles received a trophy for selling the most oranges during the chapter's orange sale. Kenneth Brandt and Allen Railing received trophies for selling second highest

David Gerlach received a plaque for placing first in the chapter creed contest.

Glenn Rohrer received an award for bagging the most game during hunting season. Michael Mull and Parke Kauffman received second and third place plaques.

Guest speaker for the banquet was Grant Heilman who showed slides. Heilman is responsible for many of the covers of agricultural magazines.

The banquet closed by installing the following officers for 1971-72: Dennis Landis, son of Mr. and Mrs. Harold Landis, president; David Gerlach, vice president; Ted Huber, secretary; Gregory Landis, treasurer; Melvin Kauffman, chaplain; Clyde Erb, sentinel; Timothy Herr, reporter.

Chapter Reporter, Tim Herr

## Study Stresses Role of Independent Dairy Plants

Local independent dairy plants are the mainstay of the fluid milk industry in Pennsylvania, comprising 90 per cent of all companies and selling 52 per cent of the products, according to agricultural economists at Pennsylvania State University.

A study by M. A. Bagnied and W. T. Butz showed national dairy firms accounting for 17 per cent of total fluid milk sales. Sales by national firms were strongest in the Philadelphia and Pittsburgh areas. The work was part of Bagnied's thesis in agricultural marketing, notes Dr. Butz, professor of agricultural economics.

Regional dairy cooperatives, those with sales in one or more states, had nine per cent of the market. Regional independents held seven per cent of the sales. Local cooperatives had five per cent of the sales.

The local independent dairies also had a larger share of the fluid milk sales than independent dairies in markets of similar size in other states, they point out. Such markets were defined as those with sales of less than 24 million pounds monthly.

However, in medium-large and large markets in other states, local independent dealers had larger market shares

than local independent dealers in Pennsylvania.

Market shares in the fluid milk industry were found to be somewhat less concentrated in Pennsylvania market areas than in markets of comparable size in other areas of the U.S.

For the eight marketing areas of Pennsylvania, the average market share of the four largest companies in each market was 59 per cent. In contrast, the market share of the four largest handlers in U.S. markets averaged 66 per cent.

National companies such as dairy and food firms — generally held a lower market share in Pennsylvania than among markets in other states. National companies accounted for 29 per cent of U.S. sales compared to 22 per cent of the sales in Pennsylvania markets.

Sales volume during October of 1967 was used to calculate the concentration ratios for the eight milk marketing areas of Pennsylvania. The 365 fluid milk processing plants in the

state had a monthly output of 104 million quarts. The four largest plants processed nearly 18 million quarts, or 17 per cent of the output. The 20 largest plants processed slightly less than half of the total output.

Sharp changes were found in the number and size of fluid milk processing plants over the years. The number of dealer licenses declined in Pennsylvania from 909 in 1948 to less than 400 in 1970.

Copies of the study are available from Dr. Butz at 201 Weaver Building, University Park, Pa. 16802. The report is entitled "Market Shares in the Fluid Milk Industry in Pennsylvania."

Data regarding volume of sales and plant location came from a joint undertaking by the Pennsylvania Milk Marketing Board and Penn State.

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