

Hearing Date Set For Western Pa. - Ohio Milk Order

The U.S. Department of Agriculture will hold a public hearing Dec. 6 in Cleveland, Ohio, to consider adding an ad-

vertising, research and promotion plan to the Eastern Ohio-Western Pennsylvania Federal milk marketing order.

The hearing will begin at 10 a.m., in the Holiday Inn Airport-West, 16501 Brookpark Road, Cleveland.

USDA's Agricultural Marketing Service (AMS) said advertising research and promotion of milk and milk products under Federal milk orders was authorized by law in 1971. Since then, such programs have been added to the Middle Atlantic, Chicago Regional, and Indiana orders. Provisions proposed for the Eastern Ohio-Western Pennsylvania order are essentially the same as were adopted in those three orders. These programs are financed by deductions from returns payable to producers for milk sold under the order concerned, but a refund is made when requested by any producer.

Approval by producers affected is needed to incorporate promotion plans into milk orders, but other provisions of the orders would not be affected if the promotion provisions were disapproved.

AMS officials said the ad-

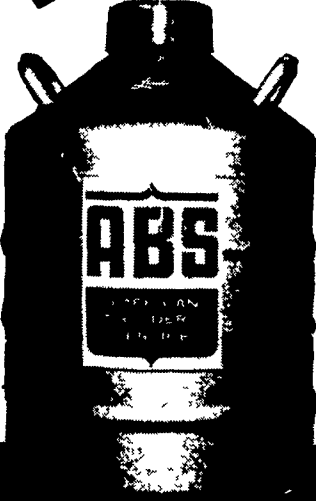
vertising and promotion plan for the Eastern Ohio-Western Pennsylvania order has been proposed by four dairy cooperatives representing a majority of producers in the market — Associated Milk Producers, Inc.; Central Ohio Cooperative Milk Producers, Inc.; Milk, Inc.; and Tri-County Producers Cooperative.

After evaluating the hearing evidence, USDA will decide whether to recommend amending the order. Any recom-

mended changes would then be submitted to dairy farmers for their required two-third majority approval.

The hearing notice detailing the proposal will appear in the Nov. 2 Federal Register. Copies of the notice may be obtained from Market Administrator Cleo C. Taylor, 7503 Brookpark Rd., P.O. Box 29066, Cleveland, Ohio 44129; or from the Dairy Division, AMS; U.S. Department of Agriculture, Washington, D.C. 20250.

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Directory Provides Access To Environmental Scientists

Ready access to environmental scientists in agriculture is being provided by a new directory just published by the Council for Agricultural Science and Technology

Through the cooperation of 32 scientific societies and the coordination of Dr. C.A. Black, Iowa State University professor and past president of the American Society of Agronomy, a list of 1,200 names has been compiled

Called the "Directory of Environmental Scientists in Agriculture", the 118-page book is being distributed through the Agronomy Society, headquartered in Madison, Wis. Dr. Black said, "Its purpose is to provide authoritative sources of factual information about matters relating to agriculture."

Users of this directory will find the scientists willing to contribute their time and talents as a public service. Each is listed according to his specialties, by location, and his address and phone number are listed in a separate section.

Administrators and liaison men in research, extension, and regulatory agencies are also included in the directory. State and federal department of agriculture administrators are also listed.

All agriculture departments, Congressmen, governors, and scientific societies will receive copies of the directory. Selected daily newspapers, TV stations, and libraries will also get copies for use by journalists and the public. In addition, farm editors and broadcasters across the country are being sent copies.

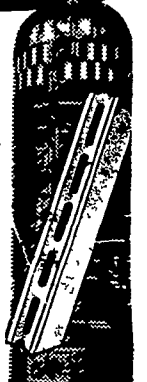
In the directory's preface, this statement is found: "Don't be discouraged if it takes a little probing to get the information you want. Agriculture science is complex, and you may need to contact specialists in several subject matter areas to get the complete story."

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