

Advertising Plan Added To Ohio-Pa. Order

The U.S. Department of Agriculture (USDA) has added an advertising, research and promotion plan to the Eastern Ohio-Western Pennsylvania Federal milk marketing order, after approval by more than the required two-thirds of dairy farmers voting in a referendum. Of the 6,618 farmers voting, 5,821, or 88 percent, favored the plan.

USDA's Agricultural Marketing Service (AMS) said this brings to 24 the number of such programs under Federal milk orders, as authorized by law in 1971. The new plan for the Eastern Ohio-Western Pennsylvania order is essentially the same as those adopted for the other orders.

The plan will be funded by

deductions of 5 cents a hundred weight on all milk that producers deliver to the market each month, starting with July. The market administrator will withhold the money from payments due producers and turn it over to an agency of local producers. The money will be used for research and development, advertising (except bread advertising), sales promotion, educational and other programs to improve marketing of milk and milk products. When requested, quarterly refunds will be made to any producer not wishing to participate in the program.

The amendment proposals were made at a public hearing in Cleveland, Ohio, Dec. 6 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.

Copies of the amended order may be obtained from Market Administrator Cleo C. Taylor, 7503 Breckpark Road, P.O. Box



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