



CAMP HILL — More than 500 persons attended the annual legislative banquet of the Pennsylvania Farmer's Association held recently to discuss important agricultural legislative issues. Attending from York County Farmers' Association were: First row - (l-r.) Rep. A. Carville Foster, Rep. John Hope

Anderson, Sen. Ralph W. Hess, Rep. Stanford Bud Lehr. Second row (l-r.) Mr. and Mrs. E. Wayne Beshore, Mr. and Mrs. Harold Gross, Mr. and Mrs. Geary Huntsberger. Third row (l-r.) Eugene Manifold, Robert Stewart, Charles Rauhauser, George Wolf.

free milk samples and promotional material will be distributed. The state dairy princess, Charlene Maust, Somerset County, will appear at many of these malls, as well as making television and radio appearances.

"Funding will be sought from various sources," Greaser said. "Individual memberships will cost \$10 each. Memberships also will be available to agribusiness firms associated with dairying. Efforts will be

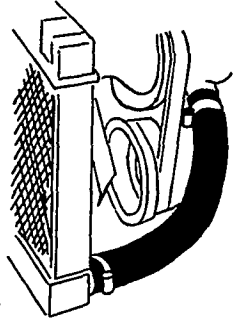
made to obtain support from the promotional funds being deducted from milk checks of Pennsylvania dairy farmers in the Federal Order 4 and 36 areas. In addition, support is expected from a voluntary donation program moving forward in the Federal Order 2 area of the state."

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Milk marketing council praised

HARRISBURG — Secretary of Agriculture Raymond J. Kerstetter on Wednesday congratulated officers and directors of the Keystone Milk Marketing Council, Inc., for their plans to promote Pennsylvania-produced milk throughout the Commonwealth. "We've needed an organization like this for some time to coordinate local promotional efforts," Kerstetter said. "Per capita milk consumption has been dwindling in recent years despite it being the best value in the supermarket." Willis Greaser, Blair County dairy farmer, was elected president of the Council. Other officers include Don Duncan, Berks County, vice president; Barbara Gross, Venango County, secretary; and

Robert Morris, Centre County, treasurer. "We will concentrate promotion at the local level and will not duplicate national or regional promotion programs conducted by the American Dairy Association," Greaser said. "Neither will our activities duplicate those of the Dairy Council, which stresses milk education. "There is ample evidence that promotion sells more milk. Recent studies at Cornell and the University of Wisconsin prove this conclusively," Greaser explained. "In its early promotional efforts," Greaser said, "the Council will concentrate on expanding the state dairy princess program, which now includes promotional activities in 40 counties."

Assistance and guidance will be provided by the Bureau of Markets of the Department of Agriculture. Other promotional activities will include special events at shopping malls and other public places where

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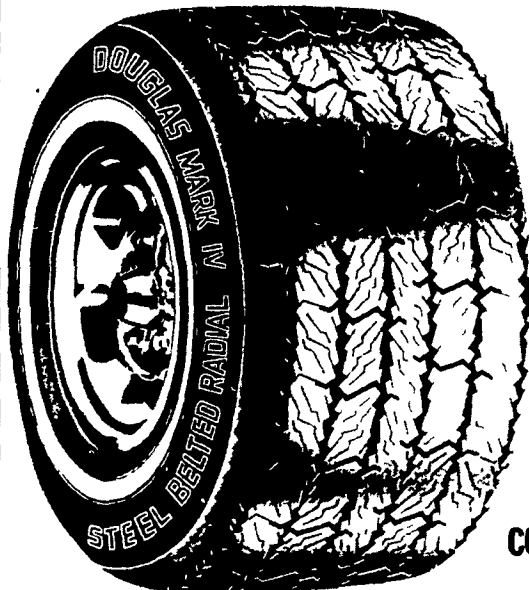
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