

KMMC

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of 1976, the group has grown out of the dairy advisory group set up by former Secretary of Agriculture James McHale. After the milk referendum went down in defeat, this group decided to search for a viable form of milk promotion for Pennsylvania. They discovered New Jersey's Garden State Milk Marketing Council, and patterned themselves after this group.

Basically, the goal of KMMC is to increase utilization of Pennsylvania produced milk, especially fluid milk and milk products, through carefully planned and coordinated promotional activities at the local level in all parts of the state. Keystone works closely with the American Dairy Association, the Dairy Council, and the New York State ADA.

According to Joyce Groff, Pennsylvania Department of Agriculture's dairy promotion supervisor, the KMMC has taken over the Pennsylvania Dairy Princess and Milk Promotion program formerly under the direction of the Pennsylvania Holstein Association out of State College.

Utilizing the dairy princess program and volunteer services across the state, the group is working on taking the national promotions to the "grass roots" level.

The program is set up with 44 county or local milk promotional committees around the state. Each committee has its own set of officers and chairmen. These county organizations are comprised of a gamut of dairy-related individuals from producers to Extension agents, who then carry on in-

store dairy promotions, shopping mall promotions, and other programs and events utilizing both the state and county dairy princesses to familiarize consumers with their product.

Acting as the central controlling organization for these 44 local groups is the Keystone Milk Marketing Council which seeks out and allocates monies for these county groups.

For instance, this summer KMMC will be giving \$200 worth of free promotional materials to each of the counties in the state which have a dairy princess program.

"I see this as seed money to help them get their promotions rolling so they don't have to initially spend this amount," states Miss Groff.

The funding for the organization comes from several sources. One is paid memberships - both individual and group. Individuals pay \$10 to become part of the group, and businesses are asked to contribute \$75.

Other sources of funds and assistance sought by the Council are Federal Orders 4 and 36, whose marketing areas encompass metropolitan Philadelphia and Pittsburgh. In addition, the council will be supported by the Federal Order 2 "positive letter" program covering counties in the north central and northeastern parts of the state; plus a similar voluntary deduction program in the remaining counties of the state covered by the Pennsylvania Milk Marketing Board.

The Pennsylvania Department of Agriculture will be offering assistance, although KMMC is an entirely separate entity of its own.

The Bureau of Markets has

assigned their full-time milk promotion specialist, Joyce Groff, to work closely with Keystone. In addition, the Bureau makes available other marketing specialists to provide needed types of expertise. Included is an exhibit and point-of-sale design specialist.

So, tying the specialists, the state and county dairy princesses, and county volunteers together, the KMMC is bringing dairy promotion to mostly everyone in the state.

"We've found that there has been a real absence of 'tying together' of the information and milk promotions around Pennsylvania," says Donald Duncan, Robesonia, president of KMMC.

"The ADA promotions are national and the dairy Council aims for the major cities of Philadelphia and Pittsburgh, but nobody was really tying together the 'grey areas' not directly affected by the two," he explains. "We're not trying to take over for ADA or the Dairy Council," he stresses. "We're just trying to tie everything together."

Duncan also points out that a wealth of information and volunteer services are

4-H programs slated

WEST CHESTER - The Chester County 4-H program in cooperation with the local county libraries invites all youth ages 7 to 15 to a Summer workshop series. Each library has chosen one of the following workshops: "Fun With Insects," "Plant Some Fun", or "Fun To Eat and Be Fit", to be scheduled

for 4 special days during the summer months.

The libraries in the following areas will be offering the Summer

program: Coatesville, Easttown, and Malvern (Insects); Kennett Square, Oxford, Avon-Grove (Plants); Downingtown, Parkersburg, Phoenixville, Paoli, Tredyffrin, Honey Brook, and West Chester (County library) (Fun to Eat and Be Fit).

For more information about time and dates call your local library or Jan Renner, at the Cooperative Extension Service 215-636-3500.

Personalize Children's Hand-Me-Downs

Instead of directly passing on a garment to a younger child, change it in some way by personalizing it, suggest Extension specialists at The Pennsylvania State University. Even a small change will make the child feel that the garment is uniquely his own. Rejuvenate hand-me-downs by dyeing them another color, adding a new trim, stitching on a pocket or monogramming.

available if "people would just know it."

Duncan also acknowledged the tremendous amount of help KMMC has received from the New York ADA.

"We are working hand in hand with that group," he says. "And, their services have been invaluable."

Individuals interested in more information on the Keystone Milk Marketing Council should contact either Donald Duncan, Robesonia, Pa. 19551; E. Wayne Beshore, vice president, at R1, New Cumberland, Pa. 17070; Barbara Gross, secretary, at R2 Emlenton, Pa. 16373; Robert Morris, treasurer, at 839 Benner Pike, State College, Pa. 16801; or the Pennsylvania Department of Agriculture.



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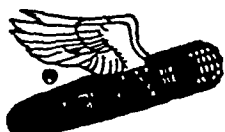
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