

House subcommittee approves direct marketing program

WASHINGTON, D.C. — marketing, Congressman Fred Richmond (D-N.Y.) said Monday the House Agriculture Subcommittee

on Domestic Marketing, Consumer Relations, and Nutrition, which he chairs, has approved the Farmer-to-Consumer Direct Marketing Act Amendments of 1978 (H.R. 12101).

The legislation reauthorizes the Direct Marketing Program for three additional years. It has been in effect for two years on an experimental basis.

To participate in the national project, states must submit specific proposals to the U.S. Department of Agriculture which encourage agricultural producers and consumers to work together in the marketing of fresh farm products. USDA, through the Agricultural Marketing Service and Extension Service, provides technical and educational assistance to selected states in implementing experimental programs.

In announcing the initial approval of H.R. 12101, Richmond, urban member of the House Agriculture Committee, stated:

"Members of the Subcommittee and I are convinced that direct marketing of food — under the right circumstances — can be highly beneficial to both farmers and consumers. Consumers benefit with decreased prices for farm-fresh food, and farmers can realize increased profits by cutting unnecessary 'middleman' charges. Direct

marketing is especially useful on the urban fringe, where farming can be preserved, while at the same time meeting the food needs of neighboring urban-dwellers."

The USDA-administered Direct Marketing Program was established in 1976, with funding beginning in the 1977 fiscal year at \$500,000. Eight states were included in the first phase: New York, New Jersey, Michigan, Illinois, Georgia, South Carolina, Florida, and Arizona.

Chairman Richmond was instrumental in convincing a House Appropriations panel to increase funding for the program in the 1978 fiscal year. Funding was set at \$1.5 million, with the following states selected for participation this year: New York, Alabama, Alaska, Colorado, Delaware, Indiana, Kansas, Kentucky, Massachusetts, Missouri, New Jersey, North Carolina,

Oregon, Washington, Dakota, Wyoming, and Pennsylvania, South Puerto Rico.

Circus is coming

HERSHEY — The dazzling new 107th Edition of Ringling Brothers and Barnum & Bailey Circus will play a four day engagement here at Hersheypark beginning May 11 with eight performances through May 14.

Featuring the universally-acclaimed wild animal trainer, Gunther Gebel-Williams, the 107th Edition of The Greatest Show on Earth presents dozens of international circus stars in a fast-paced, exciting program with stellar attractions and debut performances.

Five new spectacles, representing almost two million dollars in costumes and special effects, will be presented in the new production. The Circus Mardi Gras extravaganza, a colorful, clown-filled carnival featuring the entire Ringling Brothers and Barnum & Bailey company of 500 performers and animals, includes 52 fortunate youngsters from the audience who are inducted into the ranks of the Fabulous Funsters to join the celebration.

Tickets are on sale now at the Hersheypark Arena Box Office and all Hershey Ticket Agencies.

HFA appoints team

BRATTLEBORO, Vt. — Three veteran staff members have been appointed to management posts of the Holstem Association's International Division, Executive Secretary Zane Akins announced recently.

Maurice E. Mix was appointed director of the division. Robert D. Heilman, was appointed international market development administrator and Charles C. Detch was named manager of sales and operations.

All three men have broad experience in Holstem industry affairs and international market development, Akins said. Their appointments were effective May 1.



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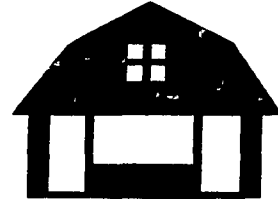
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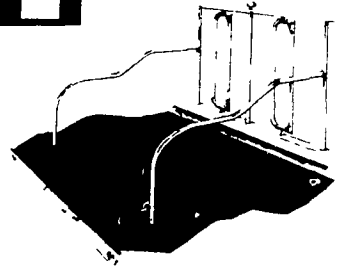
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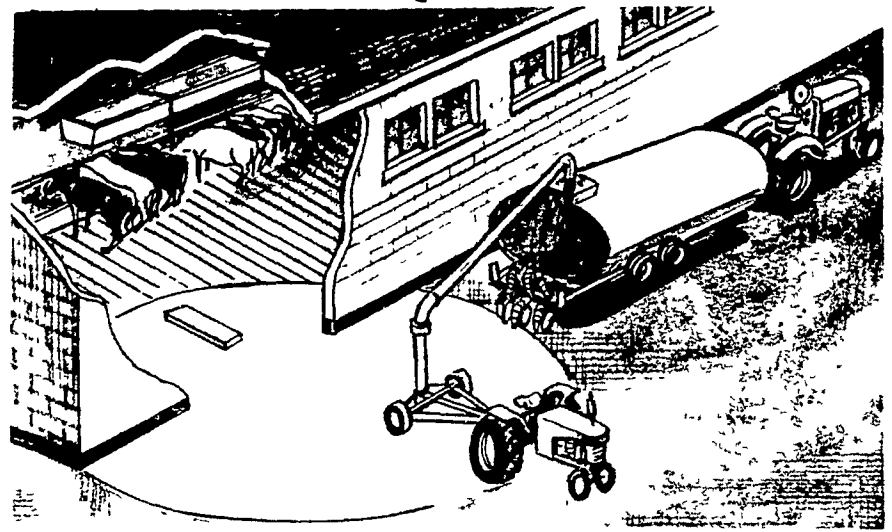
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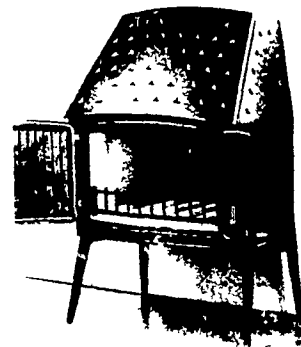
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