

# Lancaster Farming

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## Farm machinery exposition called success by exhibitors

By DIETER KRIEG  
HARRISBURG — The verdict is in: The first Pennsylvania Machinery Exposition was a success, according to a majority of agribusinessmen who took part in it.

It was a success not because of huge crowds coming to see it, but rather because most of those who did come were genuinely interested in the products that were on display.

The Pennsylvania Department of Agriculture estimates that 15,000 to 20,000 people visited the Exposition, which is a far cry from the 450,000 people who come to see the Farm Show. While that was a disappointing turnout for many exhibitors, most all felt that the show had been worthwhile and they hoped to have the opportunity to come back again next year.

The fact that there were no big crowds actually delighted a number of

showmen, and according to at least one account, the Expo attracted visitors who don't come to the January Farm Show.

The most frequently heard complaint was that exhibitors felt the Exposition managers should have done a better job of promoting the show.

We asked some of the exhibitors to evaluate the Expo, which ran for three

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"In three days, with the genuine inquiries we've had, we came out alright," said David McFarland, right. "This is a different clientele - really good people," added David Smith, left. Both represented the Long Manufacturing Co. at the Farm Machinery Exposition in Harrisburg last week.

## Dairy marketing strategies outlined by promotion agency

By JOAN LIESAU  
LANCASTER — "You are not only producers but marketers as well" stated Richard Norton, Manager of Middle Atlantic Milk Marketing Area Advertising and Promotion Agency.

Norton spoke to several hundred people at both the Dairy Day and Interstate Milk Producer's District-5 banquet held recently. He explained the "bold new advertising programs" which are "financed and run by dairy farmers".

Norton explained there are two promotional efforts planned this year, with a possible third if the advertising budget allows it.

"Carefree Days go Lightly the Dairy Way" is the theme Americans will be hearing this June which is Dairy Month. The "quick and ease of building meals around dairy products" will be promoted. Sales with cottage cheese, toppings with sour cream and easy, refreshing, cold dairy products will be pushed. Pouring a glass of

cold milk will be emphasized, rather than reaching for a sweetened drink or soda.

"Food Your Choice" is presently being promoted to over three million children. Because "80 per cent of the milk is sold through grocery stores" the February-March promotion is based on the rational that most people over spend during the holidays. "This program gives a way to build around

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## Lancaster County may get \$10 million program

By GARY MAYK  
LANCASTER — Farmers in a 30,000-acre area of Lancaster County, probably east of Blue Ball, may share in a \$10 million conservation program aimed at cutting agricultural pollution of the Conestoga River.

If approved, Rural Clean Water program could enable some of those farmers to receive up to 90 per cent cost-share funds with a maximum of \$50,000 per farm.

pollution areas. York has tow of the top 10. Other high-ranking areas are in the Delaware River Basin and Potomac River Basin.

The Rural Clean Waters program is a 1980 federal project still awaiting final Congressional approval. It would be funded with \$75 million, an amount that matches the dollars cut by the Carter Administration from the Agricultural Conservation Program.

Schadel said, "EPA (federal Environmental Protection Agency) indicated there might be one or two or three projects in the first year." But that's for the entire country. Schadel said, so any program at all in Pennsylvania would be fortunate.

The key to the program is high participation by farmers in the target area. That's the reason for the \$50,000 limit and the possible 90 per cent cost-share.

"Within three years, you need 50 per cent of those land owners under agreement," Schadel said. "Within five years, you need 75 per cent."

Schadel sees it as an opportunity for the conservation district "to step to the forefront" and "really make an imprint in the county." Yearly checks to assure that conservation plans are being carried out will be necessary. "Make sure the measures that are planned get into the ground, because a plan isn't worth a

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Charles Werner, left, of Pennsylvania Harvestore Systems, Dillsburg, considered the Expo to be "almost perfect in every respect." He liked the fact that it wasn't crowded, saying: "We had a nice flow of people, and our registrations were as good as at the Farm Show."

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