



We're never too old or, apparently, too young to learn about handling hogs in a showing. With all the aplomb of a seasoned veteran, two-and-a-half year old Jason Wisser stepped into the ring to help

his dad, Larry, of New Tripoli R1, show the judges what kind of hogs they had. Jason was a hit with spectators during swine competition Wednesday at the Allentown Fair.

Lehigh profits up; Coop now planning Consumer ad push

There's a new look to the balance sheet at the Lehigh Valley Cooperative Farmers, and in the next few weeks, there'll be a new look at the coop's packages, as well. More than 250 members were at the Lehigh Valley annual meeting in Allentown Tuesday night, to hear some heartening news from president Robert Barry.

"Lehigh, this year, is a winner," Barry said. "It has taken us longer than we had expected to get to this point. When I came here, we thought we could do the job in two years. We miscalculated. It took us five."

The coop had sustained heavy losses in the years between 1974 and 1977. In one 15-month period ending in March of 1974, the losses totalled some \$5 million. Today, the picture has turned completely around, Barry told his audience. In the fiscal year ending January 31, 1980, Lehigh officials expect to earn well over a million dollars on sales of some \$150 million.

Crucial to the turnabout has been the coop's strong private label business. The bulk of Lehigh's milk and dairy products are sold in cartons and packages

bearing the names of other retailers.

That will not change, Barry told the meeting, but beginning September, the coop will begin an ambitious advertising program aimed at promoting the Lehigh name to consumers in its marketing area.

That program will cost some \$2 million over the next three years. It will be aimed

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Hallowell calls ag districting "key element" for land use

HARRISBURG — Pennsylvania Agriculture Secretary Penrose Hallowell called the concept of Agricultural Districting a "key element" in state efforts to preserve farmland, during testimony before the Senate Committee on Agriculture and Rural Affairs this past Tuesday.

Commenting on Senate Bill 277, the Agricultural Districting Bill, Hallowell said, "Agricultural Districts established in the com-

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Visit Berks, Lebanon, and Lancaster

Chinese ag group tours farms

By SALLY BAIR
Staff Writer

LEBANON Southeastern Pennsylvania was the scene this week for some international diplomacy. It was not as dramatic as shuttle diplomacy or the Camp David meetings, but the impact of the grass roots diplomacy may have a more profound impact on changing individual's lives.

A delegation of twelve men and two women from the People's Republic of China visited agricultural enterprises in Berks, Lancaster and Lebanon Counties

as part of a dairy mechanization tour which is designed to take specific information back to China.

Interest of the Chinese was intense. They asked detailed questions of each host, and took copious notes. Many were seen making intricate diagrams of some of the interesting systems they encountered. Little escaped their notice.

According to Xing Chunhua, director of the Red Star Commune from which ten of the group came, the central purpose of the visit is to learn "the mechanization of dairying. We are very interested in milking machines and parlors, particularly the various forms of parlors." Within the Red Star Commune, there are nine dairy herds with 300 cows in each dairy. The animals are Holsteins and crossbreds which average about 1,200 pounds of milk per day, with about a 3.4 percent test. The Red Star Commune is not entirely unknown to some people from this area because it was visited by local residents who traveled to China last winter as part of the People-to-People agricultural tour.

Xing, speaking through an interpreter, added, "The farms here are multi-faceted, so we see many things. We think the family farms were very well managed. Ob-

viously, the level of mechanization is high." Xing noted that agriculture in China is very labor-intensive, saying that the work averages four cows per man, although it is not divided as strictly at that.

Liu Ming, director of the

Beijing State Farm Administration Bureau, echoed similar comments. "Family units here are well managed. We feel we've learned a great deal. We've seen farms with 20,000 head,

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4-H, FFA contests at Allentown Fair

The Allentown Fair opened on Wednesday of this week for a seven-day run of food, fun, ferris wheels and farm competition.

There was a steady stream of visitors through Ag Hall, and according to a number of Fair regulars, more than the usual number of visitors to the livestock area.

Lancaster Farming was there for Wednesday's showing competitions. Some of those results appear below, others will be along next week.

There was spirited competition in the hog, dairy and beef shows, but there were a number of other competitions not usually seen at other fairs in the area. Champion rabbits, guinea pigs and pigeons wore their honors on their cages. There were plenty of sheep at Allentown, and probably more goats than

you're likely to see in one place until next year's Allentown Fair.

In the 4-H dairy competition, the winners by breed were:

BROWN SWISS: Bryan Army of Coopersburg captured nine of the 15 awards for the breed, with his senior champion and reserve animals going on to win grand and reserve honors. Gary Urmy had the top intermediate calf, later named junior reserve, edged out for junior champ by Bryan's junior calf. Gayle Urmy showed the top junior yearling. Other winners included Scott Houseman with the top four-year-old, and Mark Wicks with the best five-year-old animal.

HOLSTEINS: Connie Ohlinger won eight out of 15 awards in Holstein competition, but lost the grand

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Lehigh Valley Cooperative Farmers are getting a new look, both in the organization and in the packaging.

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