

July to be first National Peach Month

MARTINSBURG, WV — July 1980 will be the first National Peach Month.

A formal resolution to that effect was passed by the National Peach Council Executive Committee Monday, May 12 during the committee's Spring meeting in Hagerstown, MD.

Though peaches are harvested from April until October in the United States, peak supplies occur nationally in July and the committee decided there would be no better month for the special designation.

Letters have already been sent by National Peach Council President Douglas Zee to President Jimmy Carter and the Governors of all peach producing states asking them to issue similar proclamations.

Several other actions which are expected to help the industry and National Peach Council were taken during the one day meeting.

Zee announced the appointment of a Grade and Standards Committee which will work with the United States Department of Agriculture on changes in the present grades and standards for peaches.

Changes are needed, the committee agreed, because there have been so many changes in peach varieties since the present grades were established.

Arlie A. Powell, Extension Horticulturist at Auburn University, Auburn, AL, will be chairman of the committee, with Anthony J. "Tony" Rubino of Hagerstown, MD, who is president of Blue Goose Growers, Inc., as vice chairman.

Other members of the committee will be Albert Petersen of Clovis, CA; Ed Gregory of Quitman, GA; Robert F. McCurrie of Holly Hill, SC; and all members of the National Peach Council Executive Committee.

These are: Zee, of Glassboro, NJ, president; Robert G. Kemp, of Princess Anne, MD, first vice president; Ernest F. Fischer of Porter, OK, second vice president; Henry Chiles of Batesville, VA, third vice president; Dale R. Ferguson of Palisade, CO, immediate past president; and Mrs. Maxine Clark of Palisade, CO, president of National Peach Partners.

Promotion of peaches and of NPC within the peach industry were both given special attention by the Executive Committee.

Among those attending the Executive Committee meeting were Allen Brock, chairman of the board of United Fresh Fruit and Vegetable Association; Bernard F. Imming, president of UFFVA; and John Nelson, vice president for membership for the same organization.

After learning about the peach promotion work which UFFVA is doing as part of the Fresh Approach, the Executive Committee decided to have UFFVA send a special folder about peaches to a large number of supermarkets.

The folder is made up as camera-ready copy so the individual chains or cooperative groups can have the material reprinted and placed as free material near displays in produce

departments.

A motion also was approved to have work done on updating of the NPC slide series, "The Peach Story", which is circulated to a large number of schools each year on requests from teachers. The series was prepared by Rutgers University for NPC in 1972. It is widely publicized, and has been shown hundreds of times since it first became available.

Purchase of a banner for use in major National Peach Council meetings was also given tentative approval by the committee.

The banner will be used as a backdrop to the speaker's platform at annual conventions, or at other locations where it will publicize the fact that National Peach Council is meeting at a facility.

Plans to have National Peach Council's concerns about control of harmful nematodes presented at a meeting of the Society of Nematologists were also discussed.

NPC has been invited to have someone give a 20-minute presentation on the peach industry's concerns about nematodes at a symposium during the society's annual meeting, and the Executive Committee agreed that someone should be asked to present the peach industry's views on the matter.

Plans for the beginning of a new membership campaign which would try to get more special memberships from among peach producers and other persons were presented by Lois Ann

Letters To The Editor

Dear Editor:

We read with interest and amusement Pat Kauffman's article on this year's Dairy Princess Pageant and the exclusion of goat owners.

The more I read the more Mr. Robert Morris, director of Special Programs for the Pa. Holstein Assn., displayed his lack of knowledge of genus capra. While he may be knowledgeable about Holsteins, and is undoubtedly an expert in Special Pro-

grams, he doesn't know much about dairy, goats, or dairy goats.

He states that "there's a lot of difference between a goat and a cow, and there's a lot of difference in the way they are raised and milked." As one who has milked both (currently 50 goats), I challenge Mr. Morris to tell us what these vast differences are. Aside from being smaller and cleaner, dairy goats are raised, fed

and milked in a remarkably similar manner to cows.

Perhaps Mr. Morris' next move will be to disqualify Jersey owners from the Pageant on the basis that their product tastes better than Holstein milk.

Remember, Mr. Morris, if God had meant for us to milk cows, he would have given us four hands.

Steve & Claire Day
R D Womelsdorf

Dear Editor:

This letter brings you a copy of one of your issues of Lancaster Farming.

One article from your publication uses a Dow registered trademark, Styrofoam, as if it were a noun—the name of some type of material.

That's an incorrect use of the Dow trademark, which is the brand name under which Dow markets Styrofoam brand plastic foams. Your usage treats the trademark as if it were a generic term.

We'd appreciate your help in correctly handling the Styrofoam trademark, should it turn up in future copy.

Thanks.

Thomas A. Separa
Communications Manager
DOW Chemical U.S.A.

Barbour, NPC membership coordinator.

All her proposals were accepted and she was given authorization to proceed.

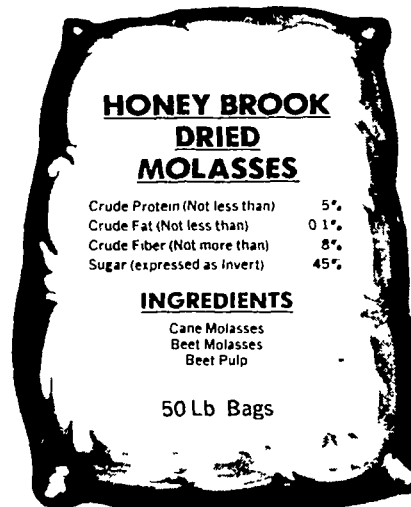
Plans for upcoming conventions of the council were reviewed by the three vice president and NPC Convention Coordinator

Lillie E. Hoover.

Special emphasis was given to the 1981 convention which will be held February 16-19 at Del Webb's Townhouse in Phoenix, AZ. NPC First Vice President Robert G. Kemp has primary responsibility for that convention.

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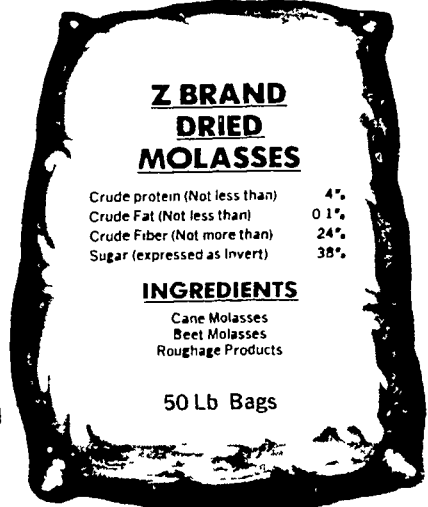
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