

## Milk marketing

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may be one of the touchier issues in the consideration of any milk marketing program since opinions vary among both individual dairymen and dairy groups concerning the merits of generic versus brand advertising.

To be adopted in a referendum, the program would require only the approval of a majority of milk producers who vote.

Failure to vote would not constitute a negative vote in the consideration of a program.

The voting procedure does permit block voting by cooperatives for their membership. But individual members may still vote and negate that vote which was cast for them by the co-op.

It was also explained that a proposed program could be written that would supercede current federal milk marketing programs and the state could possibly become the funding mechanism for any federal orders operating within the state.

As opinions and comments are being collected from dairy interests throughout

the Commonwealth, concerns of various types are already surfacing.

The relationship of any state plan with the existing federal marketing program is likely to be of major concern to Inter-State Milk Producers.

Producer participation in the Federal Order 4 Program already stands at nearly 90 percent.

While favoring statewide promotion, the question of the effect on the federal program may become a key consideration

Both the board and delegate body of Eastern Milk Producers have gone on the record in the past as being opposed to mandatory "tax-type" assessments and favor voluntary payments by producers.

Under federal order programs, producers can obtain refunds if they don't wish to participate.

Primary concerns are also being directed at the administration of the proposed program. Control of the funds and exactly how they will be used are two key matters being expressed by dairy group representative-

and individual dairymen.

Dairymen already participating in federal marketing programs cite the need for a broader base of participation as a plus for a statewide mandatory program.

While participation in some federal order areas can run as high as nearly 90 percent in some parts of the state, it may be closer to 50 percent in other areas.

The rate of assessment will be the subject of considerable debate and discussion.

For example, Dairylea Cooperative has favored six-tenths of one percent as being adequate in recent referendum proceedings in New York State.

Also arising may be questions of what type of dairy products should be stressed in advertising.

In some areas, at least half of the milk is being used in manufactured products, indicating a need for their inclusion in advertising plans. But traditionally, fluid milk has been the center of promotional programs.

When the procedure gets to the point of a referendum, another essential factor will

## York 4-H Beef Club to hold show Saturday

YORK — The York County 4-H Beef Club's first annual preview show will be held Saturday May 31 at the York Fairgrounds. It is open to the public and anyone can attend.

A committee of Gail Dennis and Mr. & Mrs. John Housner has been working many months putting together and arranging the upcoming show.

There will be no prize

money but the following trophies will be awarded: Grand Champion Steer Trophy, donated by Mr. & Mrs. James Eisenhour; Supreme Champion Heifer Trophy donated by JDH Polled Hereford; Bred and Owned Trophy by David Wise; Champion Junior Showman Trophy by Warrington Green Farm; and both the Intermediate Showman and Senior

Showman Trophies are donated by Hidden Lane Farm.

All cattle are to be on the fairgrounds at 8 a.m., steers must be weighed by 9 a.m. The heifer show will start at 10 a.m. and at 11:30 a.m. there will be a showmanship contest. The steer show will start at 12:30 p.m. All cattle will be released after the show is over.



Cathy Shive is shown with her steer Brute getting ready for the Preview Show to be held at the York Fairgrounds. Cathy is a first year member of the York County Baby Beef Club.

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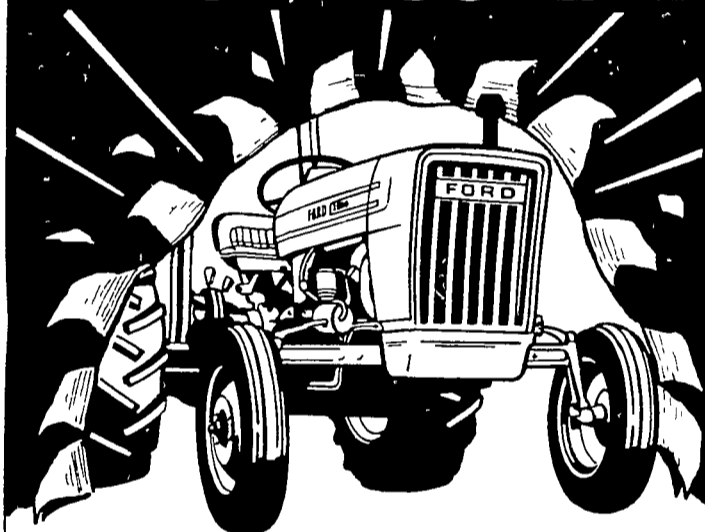


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