## Milk marketing

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statewide milk production volume of 7.9 billion pounds.

If the assessment were set at one percent, the amount of promotional funds would total about \$9.5 million.

Federal order promotion revenue in the state yielded about \$2.5 million up to July 1. Following various assessment increases in mid-year the federal revenue total is expected to increase to about \$4.3 million.

Secretary Hallowell set the stage for the discussion of the assessment figure by favoring an amount that would yield more funds than are presently being generated through the federal orders.

Under discussion of the method of collecting the assessment funds, it is expected that dealers would be utilized as agents for the collection. If the Pennsylvania Milk Marketing Board were to become involved in the collection, an amendement from the General Assembly would be needed in the milk marketing act. This would likely take about two years to enact.

Some discussion was also directed at whether there should be some form of compensation for dealers and co-ops who act as the collection agents. The potential exists for some form of compensation, but no firm concensus was expressed concerning this item.

A question was asked concerning the possibility of 75 percent of the members of a co-op voting to oppose the collection of the assessment. It was explained that an injunction could be sought to enforce the collection regulation and further refusal could bring a contempt citation.

Under the use of funds, it was pointed out that administrative costs are limited to five percent. In the use of funds for advertising and promotion, nutritional education and research, the present programs of existing statewide dairy promotion groups would likely be basically utilized, with a portion of funds retained to attempt new and different efforts.

The advisory committee, which is an unofficial group, also discussed the formation of a permanent Advisory Board, which would oversee any marketing program.

Size of the permanent board will likely range between 20 and 25 members. Some difference of opinion was expressed concerning membership on this board. Secretary Hallowell and the larger co-ops favor a weighted membership, with the number of representatives dependent on the number of producers or the volume of milk produced.

Smaller farm groups favor a non-weighted method of selecting members. If a weighted method were used, smaller groups could pool members to gain representation and independents could be represented geographically, also based on producer population.

General concensus favored funds flowing into those market areas where consumers are located. In this way, funds could also be utilized outside the state, but there would be no conflict of expenditures between two states with programs, such as Pennsylvania and New York.

Overall objective of any promotional program would be to increase the consumption of milk and other dairy products and not to promote one state's milk over another.

But the group did favor some possible labeling effort to define the country of origin of products in order to help combat the competition from imported dairy products.

The permanent Advisory Board under any program would act as the overall overseer of how monies were spent, likely following present promotional themes of existing dairy organizations and reserve some funds for new research or marketing efforts.

The need was also expressed that educational efforts could be exerted in the state's system of schools to stress proper handling of milk so that students are getting quality products.

After the draft proposal is completed and reviewed by all of the state's farm and

# Legislative roundup

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tri-axle trucks moved. It permits a maximum gross weight of 60,000 pounds on state highways but not on' Interstates.

SB 1253 prohibits state or local governments from passing any law which would require farmers fence livestock from streams. It was sent to the Governor for his signiture.

HB 1608, which would give farmers exemption from the one percent capital stock franchise tax levied on the total assets of family held corporate farms, moved to third reading.

Amendments were offered which would expand the bill to include certain small businesses. The amendments could be withdrawn if they were seen to endanger the bill's passage.

Observers on the Hill said there should be sufficient time to get the bill passed next week which will be the last week lawmakers are in town until after the election.

There also is a chance the solons may return for a brief session after the election recess.

Al Meyers, Pennsylvania Farmers' Association's public affairs director said this year's round of lawmaking was one of the most successful legislative sessions in history.

He had just returned from seeing the General

dairy organizations, the informal advisory committee will meet again to present their individual comments and make any changes in the draft.

This second meeting will be held in the latter part of November.

Following the completion of a final draft, Secretary Hallowell would give notice of a public hearing.

The actual referendum vote could come late in January and the final tally of how producers cast their ballots sometime in March.—DA

Assembly approve a joint resolution supporting import quotas on foreign mushooms. The resolution asks for action on the recommendations by the International Trade Com-

Both the PFA and Grange lobby are keeping tabs on HB 1608 which is the only

mission.

major farm bill yet to recieve the nod from lawmakers.

Its passage would round out a fine term for farmers on the Hill.

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