

'Milk Check' author receives Extension award

UNIVERSITY PARK — Thomas B. Jurchak, Lackawanna County Extension director, has been named recipient of the 1980 Cooperative Extension Service Award.

The annual award is presented to a member of The Pennsylvania State University's Extension Service staff for outstanding educational programming. Jurchak was honored during the recent Extension Conference on the University Park Campus.

In citing his accomplishments, Thomas B. King, Penn State associate dean for extension, said that the Lackawanna agent has conducted outstanding programs in the areas of

milk marketing and vegetable production.

He used a variety of teaching methods to make the milk marketing subject interesting and informative. Workshops involve participants in a learning situation by actually solving marketing problems.

Farms attending workshops in Lackawanna County brought requests from Extension agents in adjacent counties to conduct sessions in their counties. As a result, 53 meetings have been conducted in 10 Pennsylvania counties in the past three years.

Jurchak is author of a milk marketing newsletter that is distributed to 26,000 dairymen in six nor-



Thomas B. Jurchak, left, Lackawanna County Extension director, receives 1980 Cooperative Extension Service Award from Thomas B. King, Penn State associate dean for extension.

theastern Pennsylvania counties, New York, and New England. The Milk

Check is a regular feature in Lancaster Farming. Direct marketing has been

an increasingly important part of the award winner's program, with retail trends shifting to direct producer-consumer purchases.

He conducted a series of meetings for about 150 grocers with emphasis on retail merchandising. Weekly newsletters are also provided by Jurchak to members of a grocers' cooperative which includes price lists and marketing information.

In 1979 he was awarded the Pennsylvania Association of Farmer Cooperatives Master Educator Award for his work with farmer cooperatives.

The Lackawanna County agent's recent work has been instrumental in expanding the fresh market tomato industry in Pennsylvania.

Variety demonstrations, the largest in the state, have brought five new varieties into production and inclusion in the Extension Vegetable Production Guide.

To encourage adoption of the new varieties, production, harvesting, and marketing budgets were developed to prove the increased profits possible by growing the newer varieties.

Lackawanna County has led the state in developing other management practices to lower tomato production costs that include fertilizer rate and placement, the use of lime and cover crops, and integrated programs for disease control.

Lackawanna County agent since 1957, Jurchak received two degrees from Penn State.

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Produce hotline serves farm marketers

HARRISBURG — The Pennsylvania Department of Agriculture's Produce Marketers Hotline has proved a huge success in 1980, according to State Agriculture Secretary Penrose Hallowell.

"Farmers from across the commonwealth took full advantage of the toll-free hotline, 800/932-0904," Hallowell said, "making the pilot project an overwhelming success."

The Produce Marketers Hotline was established by the Pennsylvania Department of Agriculture in cooperation with the Agricultural Marketing Service of the U.S. Department of Agriculture. It was intended to help farmers involved in direct marketing to determine pricing for fresh produce.

"The hotline was one phase of our efforts to improve farm marketing in Pennsylvania," the Secretary said.

"Greater stability in pricing and supplies should enhance orderly marketing of fresh farm produce. Pennsylvania agriculture is growing better, and through the hotline, direct farm marketers were better able to demonstrate that fact to their consumers," he said.

Hallowell noted the Department hopes to continue providing this hotline service to farmers on a permanent basis, keeping them up-to-date on fresh market situations.

The Produce Marketers Hotline was installed in the Agriculture Department in late June. Farm marketers were able to call, toll-free

and receive updated price ranges for their produce.

Information on the line was talked and revised twice weekly, with farm marketers getting information such as prices for peas ranging from 75 cents to 85 cents per quart.

"The hotline received 5489 calls between July 7 and September 30. Calls ranged

from 20 to 284 per day, with an average of 119 calls per day," said Hallowell. "This shows an acceptance of the hotline, and indicates farm marketers found the program worthy. The demand for the hotline program shows a need for us to continue the service in future years."

Game Commission closes its roads

HARRISBURG — The Game Commission has revised one of its rules governing State Game Lands in an effort to end public confusion over which roads on Game Lands are closed and which are open to public travel.

Most roads on most Game Lands are closed to the public at all times. However, in some instances, roads are opened at certain times of the year, usually during hunting seasons, in order that parts of the lands will be more accessible to the public.

The Game Commission posters that will be placed on or along the roads which are open to public travel will have dates listed for the opening of the roads.

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