



Brief answers
to short questions

Sheila's Shorts

By Sheila Miller

Where to go for PDA logo?

Since its official debut at last year's Farm Show, the Pennsylvania Department of Agriculture logo, "We're Growing Better", has been bannered and blown up so that if anyone has missed its arrival, they must have been playing Rip Van Winkle.

The logo has served as topic and emphatic sign-off for most public appearances made by any representative of the Department, from Secretary Penrose Hallowell on down the line.

In its slightly-over-one-year existence, the logo has found relatively good acceptance from

wholesale and retail stores and the consumer.

Its rising popularity has created a question in the minds of store owners looking to get on the logo bandwagon. Namely, where do you go for the PDA promotion?

A Lancaster Farming reader wrote,

"I'm opening a local food market and want to know how to get in touch with the Pennsylvania food promotion logo people. What does it cost me and what do I have to promise to do?"

"Can I get a farm queen to help with the ribbon cutting? What does that cost and who should I contact?"

To answer the question on where to go for the "buy Pennsylvania" campaign, I passed it to the PDA Bureau of Markets.

I found out the following rules and specifications must be followed by anyone wishing to participate in the promotions program.

— The Pa logo may be used only by Pa agricultural producers or processors. Packages or containers bearing the logo must contain a high quality product.

— Any person or firm located in Pennsylvania is eligible to use the logo. The logo may be incorporated into the package or label, used in advertising; displayed in point-of-purchase material, or used in the form of a pressure sensitive label.

— The logo may be used on a supermarket or store private label, at the request of a supermarket or store, providing the product is produced or being processed in Pennsylvania.

— Supermarkets shall not apply the logo to any fresh produce which in their opinion does not meet high quality standards.

PDA spells out the logo must be used in its standard form, with

either one or two colors which use the state colors of blue and gold.

PDA will provide technical assistance to producers and processors to improve product quality. And, they will assist retail stores in making available point-of-sale material, assist in promotional activities and public relations.

Any processor or store violating any of the above regulations could be suspended from the logo program.

For more information on logos, contact the PDA Bureau of Markets, 2301 North Cameron Street, Harrisburg, PA 17110, telephone, 717/787-4210.

Concerning the commodity queen question, appearances by the farm family royalty can be arranged by contacting Betty Rode, PDA's Commodity Promotions Supervisor. Her address is the same as the one previously mentioned for the Bureau of Markets. Her telephone number is 717/787-6901.

Having a commodity queen at the store does not cost the retail owner a cent. Even the mileage for the trip comes out of the PDA

promotion fund.

The only thing expected of the store owner is that he or she markets the product endorsed by the particular queen visiting the store. The product should be promoted by attractive displays and perhaps a discount in price or sample give-aways.

The commodity queen program and the new PDA logo are promotional resources that have just begun to be tapped in the wholesale and retail business. With stores and processors beginning to see the need to tell the Pennsylvania farm products story, consumers should be seeing more of the "We're Growing Better" logo stickers and the smiling faces of commodity queens (and kings, I might add) in the coming months.

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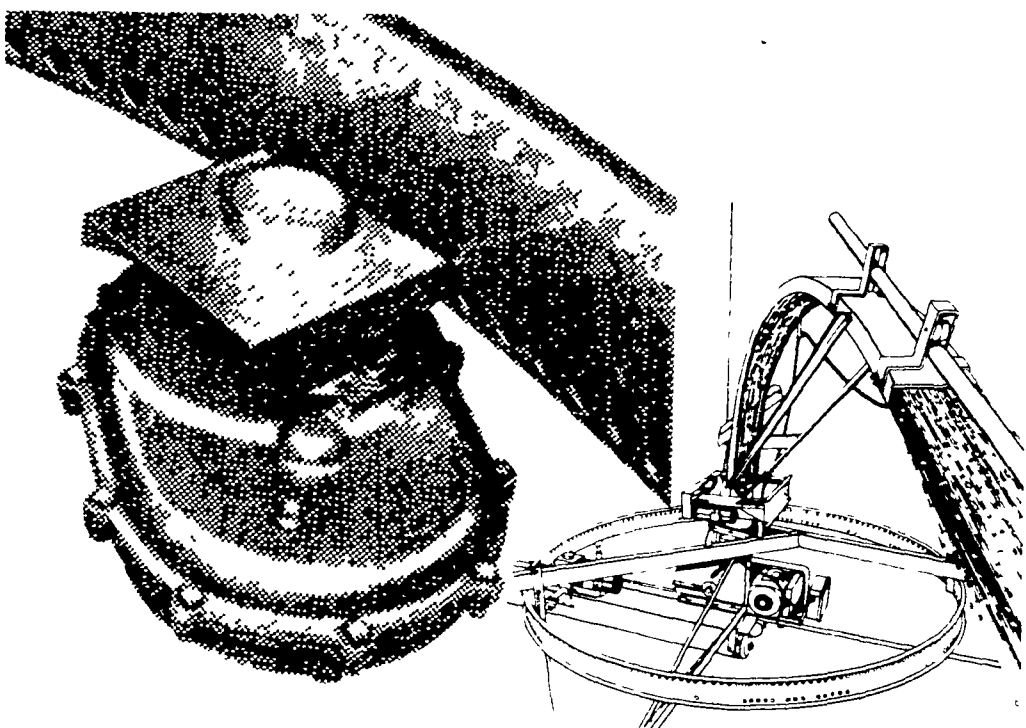
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