

PMMB study makes critical recommendations

HARRISBURG — A critical study of the Pennsylvania Milk Marketing Board submitted to Common Cause recommends sweeping changes in the board to make it more receptive to consumer interests in the Commonwealth.

The study, prepared by Amy Leader, recommends:

—Accountability to consumers be increased by designating attorneys to represent consumers at all hearings and changing the membership of the board to equally represent milk industry and consumer interests.

--Eliminate the board's responsibility for setting prices.

—Continue the board's auditing and health maintenance functions, but place them under the Pennsylvania Department of Agriculture.

In recommending these changes, the study points out that the makeup of the board is quite different from similar groups in other states.

The Pennsylvania Milk Marketing Board has two industry members and one consumer member, with two needed for a quorum.

In Virginia, the group has two dairy and three consumer members, with three constituting a quorum.

North Carolina's State Milk Commission has equal membership for consumer and industry members.

In Maine's commission of five members, there are the Commissioner of Agriculture and four members who have no connection or dealings with any organization

or person whose activities are subject to the jurisdiction of the commission.

The study also asks some very controversial questions about the need and the activities of the PMMB. Among them:

Is a milk marketing agency needed today, or is it merely an economic anachronism left over from the Depression?

Has fifty years of operation failed to stabilize the milk industry?

Should not the market be determining consumer milk prices, rather than three individuals, two of whom are active or former members of the dairy industry?

Is the \$875,000 allocation from the General Fund expended by the board in a manner which upholds the interests of the industry and the consuming public?

The study contends that eliminating the board's price fixing powers would also help weed out small predominantly inefficient dairy farms which would be unable to effectively compete.

And milk prices would probably decrease, according to the study.

The study cites the recent anti-milk marketing testimony given by Lehigh Valley Farms at

hearings in Philadelphia in September.

The study asks and answers another critical question.

Does consumer representation at hearings affect the outcome of the board's price orders?

Most definitely is the study's answer.

The Philadelphia and Pittsburgh areas are the only two places in Pennsylvania where consumers are adequately represented at hearings. Philadelphia has the lowest milk prices in the state and Pittsburgh has the second lowest.

Actually, according to the study, the opposite should be true. Philadelphia should have the

highest prices in the state.

The study also criticizes the costly and time-consuming hearing process.

Citing specific instances in hearings by the board, the study describes them as following formal procedure, but with a formality bordering on comedy.

Delmarva to hold safety seminar

DELMAR, Md. — The fourth Annual Delmarva Safety Seminar will be held on February 24 at the Delmarva Convention Hall in Delmar, Md.

There will be three workshops this year, each of which will be led by safety experts and professionals. Topics covered will include noise abatement, safety motivation, welding safety, fleet safety, fire prevention and suppression, and electrical safety. Attendees are encouraged to participate in the discussion.

Cutting losses is a major challenge for business and industrial leaders.

Many companies are seeing disproportionate increases in losses related to worker com-

ensation, product liability, vehicle accidents, and fires, says University of Delaware extension safety specialist Ron Jester.

To help Delmarva industries and businesses curb these losses, the seminar will look at such control measures as developing a better understanding of hazards in the workplace, and training and motivating employees.

Last year's national accident statistics indicate that over 13,000 died in work-related accidents, and 2,200,000 sustained disabling injuries. These amounted to costs in excess of \$23 billion.

This seminar will offer a practical, front-line approach to safety that will help combat such

losses. There will also be an exhibit hall.

The seminar is sponsored by the Delaware Extension Service, in conjunction with the Delmarva Safety Association, Maryland Extension Service, Delaware State Fire School, Delmarva Poultry Industry, and several other organizations and companies along the Shore.

The \$10 registration fee covers the luncheon, coffee breaks, and an education packet.

For additional information or for registration material, call Ron Jester at 302/656-5250 or write to him at: University of Delaware Substation, R2, Box 48, Georgetown, De. 19947.

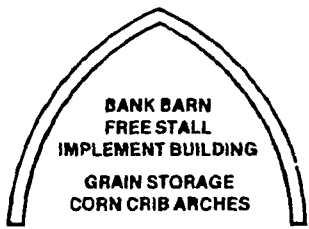


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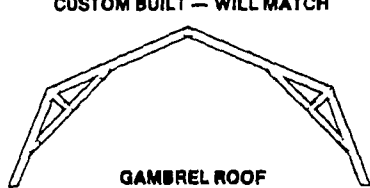
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What's So Special About Hoffman Formulas?



We asked Elmer Applegate Manager, Field Seed Procurement

Q. Is there really much difference between Hoffman Formulas and ready-made mixtures being offered by competitors?

A. There's no way a competitor can exactly duplicate a Hoffman Formula. Over half of the alfalfa seed used in our Formulas is of varieties for which Hoffman has exclusive distribution rights in the East. The same is true for a high percentage of the clover. A competitor could copy our exact percentage of alfalfa, red clover and timothy, but he definitely cannot offer the same varietal makeup. Therefore, we think we can outperform the competitive product in our customer's fields.

Q. What do you mean when you advertise that Hoffman Formulas are "Balanced Blends?"

A. First, that the percentage of legumes versus grasses is practical. When we began our Formula program in 1963, we reviewed forage seeding suggestions of the northeastern agricultural colleges. Our basic grass/legume percentages represent a practical consensus of Eastern professional thinking.

Second, the varieties are matched maturity wise. One ingredient should not be old and woody before the others are ready to cut. Customers want quality hay.

And, third, we use modern blending equipment to make sure the blend of different seeds is uniform and the inoculating material is well distributed.

Q. Are Hoffman Formulas certified?

A. No. But a considerable proportion of the seed we use in Formulas is certified. Our purity and germination standards are up to or above certified standards. The Hoffman tag on our branded products carries just as much weight in the minds of most customers as does a certification tag.

Q. It seems unusual that you sell 13 different Formulas, when some other companies only have three or four ready-made mixtures. What's the reason?

A. First . . . maybe the other company sells only over a limited area. We cover from Virginia through Maine.

Second . . . maybe the other company doesn't want to bother with blends having limited sales potential. We aim to serve all Hoffman customers with all of their needs.

Third . . . it's simpler to make up three or four blends that will do a pretty fair job over a wide set of circumstances. However, we want to handle each specific situation with the best combination we can develop to do that particular job. We think it takes 13 Formulas to do that.

Q. Your suggested seeding rates seem a little higher than those recommended by experiment stations. Why?

A. Our aim is to have the customer grow the best crop he can. The cost of seed is a minor part of the farmer's investment in his new seeding. Spread over several years, the per acre cost of a few extra pounds of seed is negligible. And under adverse conditions — questionable seedbed — unfavorable weather, etc., a heavy seeding can definitely come through better than a light seeding. So, it doesn't make sense to risk seeding too little. Surveys indicate many farmers figure it's good insurance to seed a little heavier than experiment station suggestions. So do we.

Q. Some people think ready-mixed formulations offer seed companies an easy way to market sub-standard seeds. Is this true?

A. No way is it true here. I don't know what competitors do. But I know exactly what Hoffman does. We use nothing but top quality seeds. We blend for top performance. We take no chances of tarnishing our 80-year record for quality. It's always been that way here at Landisville. It will stay that way as long as I'm around.



HOFFMAN SEEDS, INC.

LANDISVILLE, PENNSYLVANIA 17538

ASSOCIATE PRODUCER AND DISTRIBUTOR OF FUNK'S G-HYBRIDS