

# "Reach for a Peach" campaign begins

MARTINSBURG, WV — In 1980 the fresh fruit and vegetable industry spent millions of dollars in advertising and promotion efforts. The big spenders in promotion derived their monies from regulated grower assessments.

Although National Peach Council is funded strictly through voluntary assessments, they are reaching deeper into their pockets to help with a promotion campaign to inspire consumers to "Reach for a Peach" this summer.

In the next few months there will be an abundant supply of high quality peaches available to the consumer. National Peach Council felt it was time to give fresh freestone peaches a chance to

compete for their share of attention in the supermarkets.

An urgent plea for promotion funds was sent to members of National Peach Council to help with this effort. The response has been encouraging enough for NPC to take the first step forward to make point of sale materials free to supermarkets to enable them to plan promotions for National Peach Month in July, and throughout the whole season.

The Board of Directors of NPC has declared July as National Peach Month and have asked all peach producing states to do the same. A special letter has been sent to 2500 supermarkets in cooperation with United Fresh

Fruit and Vegetable Association informing them that July is National Peach Month.

The mailing included a letter, a consumer recipe leaflet that can be reproduced, and an order form for free point of sale material. This is the first time NPC has been able to make point of sale materials available free to supermarkets that request it. This includes full color banner streamers, price cards, and ad slicks.

Other promotion being done by NPC this season is the distribution of five food editor releases to state extension home economists for distribution to newspapers. Promotional materials such as t-shirts, jewelry, POP materials,

recipe folders, cookbooks, and "Reach for a Peach" buttons can be purchased from National Peach Council.

For more information on the free

point of sale materials available to supermarkets or an order form for other promotional items, write National Peach Council, P.O. Box 1085, Martinsburg, WV 25401 or call 304/267-6024 or 263-6161.

## Rabbit conference coming

UNIVERSITY PARK — The 4th Regional Rabbit Conference will be held Friday and Saturday, July 10-11, 1981 at The Pennsylvania State University. Commercial growers, research scientists, and show herd owners from several states will share their knowledge of the rabbit industry.

Topics of this year's conference include: "The Oregon State Rabbit Research Center" and "The Nutrition-Disease-Management

Connection" by Nephi Patton, Director of the Oregon Research Center; "Environmental Effects on Rabbits" by John Harkness, assistant professor of veterinary science at Penn State.

For a copy of the program and application for the conference, write to: Agricultural Conference Coordinator, 409 J.O. Keller Building, University Park, PA 16802.



## DIAMOND CAGE SYSTEMS

### THE SPACE SAVER - 4 HIGH STACKED The Best Equipment For Converting Old Poultry Houses To Maximum Density

Thinking about making better use of your old poultry houses? Here's the answer

With Diamond's 4-High Stacked Layer Cage System, you can increase the bird density of an old stair-step cage house from 30,000 birds to 108,000. And that's without adding a single square foot of floor space. The system 811 is just 73" high and 60" wide.

If ceiling height permits, you can increase bird density even more up to 135,000 birds with the 5-High System 812 or 162,000 birds with the 6-High System 813.

With new construction you reduce your over-all investment per bird by putting more birds in a building and utilizing the otherwise wasted vertical space.

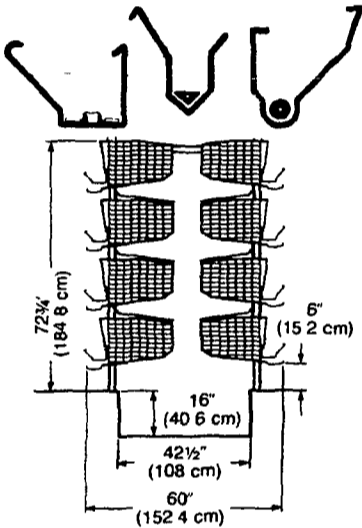


### House Capacity, 4 High Stacked

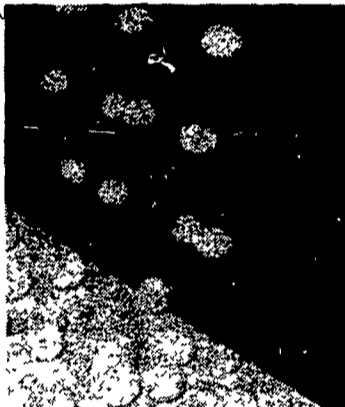
- 4 Rows - 200' - 28,800 Birds
- 4 Rows - 300' - 43,200 Birds
- 6 Rows - 400' - 86,400 Birds

The Diamond Stacked Layer Cage System is available with your choice of three feeding systems: the Flat Chain, F-80 Deep "V", or Link Chain. And three watering systems: troughs, cups, or nipples. Doors are located on front of all cages. Installation is fast and easy.

#### Three feeding systems



Manure is deposited on rust-proof, fiber glass manure chutes under each tier of cages and removed automatically by a Diamond manure removal system proven over 12 years.



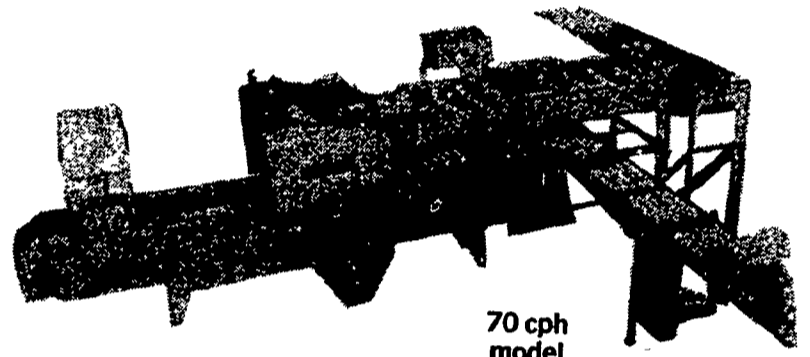
Eggs are collected automatically by a special high-capacity system designed for the Stacked System. Plastic or woven fabric belts are available. Let Diamond take you higher than anyone else in the business, with the new Stacked Layer Cage System.

### Super High House Density Means Lower Investment Per Bird.

For producers who want the maximum house density in new facilities or converted buildings, Diamond has developed the Stacked Layer Cage System. This new system is available for deep pit houses and houses with pit scrapers or flat concrete slab.

## ARE YOU HAVING EGG BREAKAGE AND CHECK PROBLEMS WITH YOUR EXISTING PACKER? CALL US.

### Diamond Automation's FARMPACKERS are...Eggscellent!

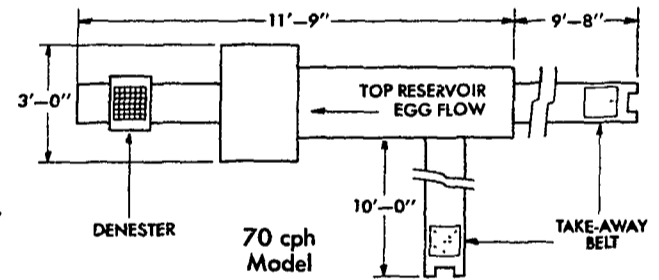


70 cph model

LET US SHOW  
YOU THE EGG  
CAN BANK ON

Eggscptional quality!  
You can bank on Diamond FARMPACKERS. They're made by Diamond Automation.

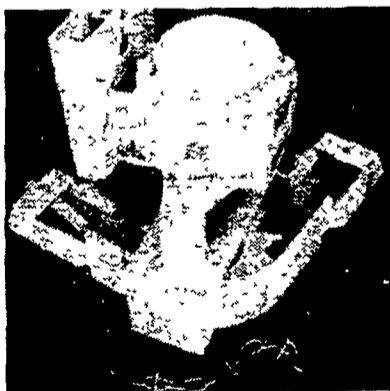
THE  
NO. 1  
PACKER  
IN THE  
INDUSTRY



70 cph Model

## DIAMOND FEEDING SYSTEMS

### Your Choice of Four Automated Feeding Systems



### Deep "V" F-80 Chain System

- Exclusive Diamond design.
- Keeps an even, fresh supply of feed in front of all birds.
- Automatic chain tensioning.
- Even heavily debeaked birds eat freely and safely from entire width of trough.
- Deep "V" trough saves feed.
- Chain is lubricated by feed to prolong life of chain and trough.

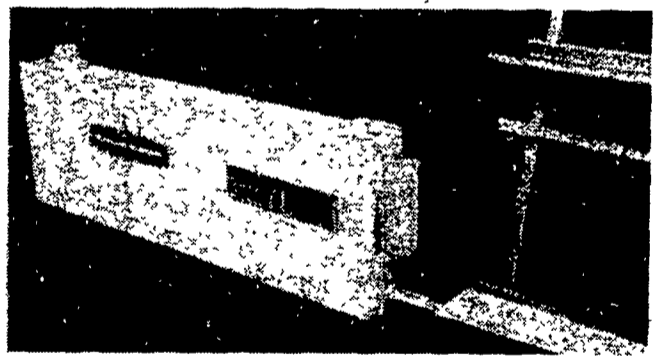
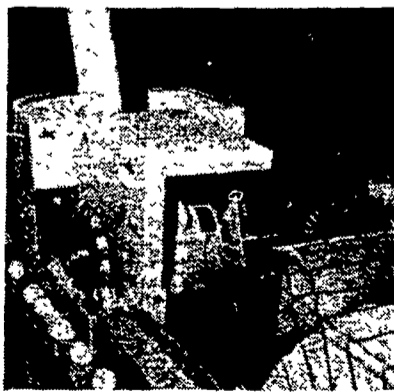


### Exclusive Feedsaver® System

- The only truly controlled feeding system.
- Battery powered hoppers deliver a fresh, balanced ration to each bird.
- Deep "V" trough saves feed.
- Each bird gets the ration you buy.
- Compensates for feed build-up...reduces billing-out.
- Reduces electric cost considerably.

### Link Chain Tube System.

- Small, individual portions of fresh feed are carried through a covered channel and deposited in front of birds each time feeder runs.
- Birds can't pick at feed as it passes.
- Allows for higher feeder speeds.
- Carries feed up, down, around corners. One drive unit can power two levels of cages on short rows.



### Flat Chain System

- Feed is carried on top of the low profile chain links. Feed is not ground or augered.
- Depth of feed in trough is controlled.
- Chain is lubricated by the feed to reduce wear.
- Widely accepted means of feeding reduces costly feed waste.
- Various chain speeds available — 20 to 40 ft./minute. Standard unit easily changed to either 20 or 40 ft./minute.

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