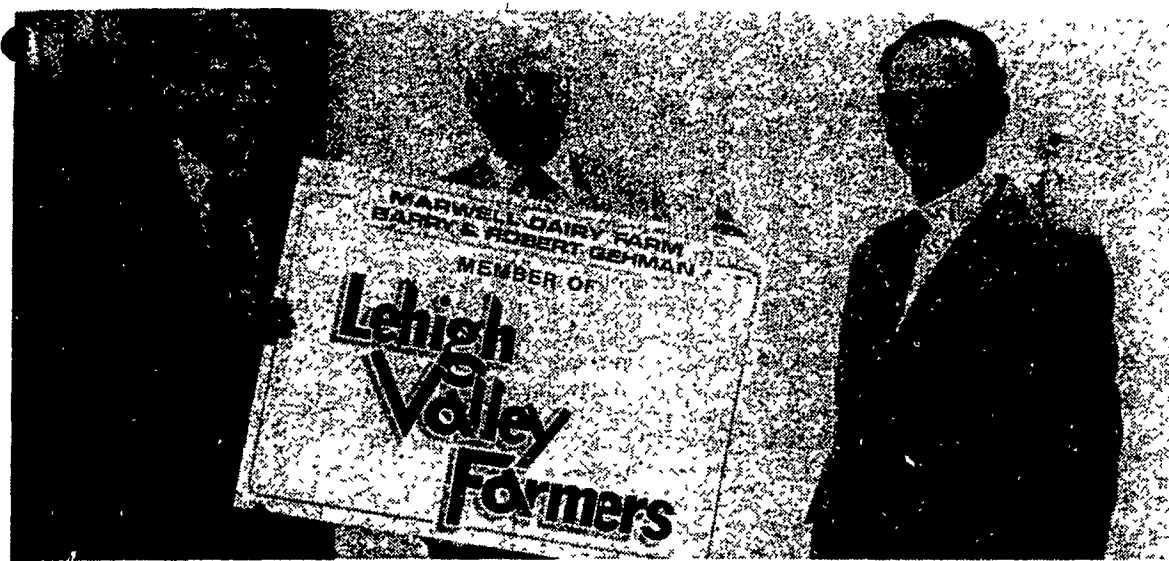


# Lehigh launches membership drive



Lehigh Valley Farmers' general Manager William Stout, left, and President Alpheus Ruth, center, display the co-op's new farm sign at the Wednesday evening membership drive meeting held at the Guernsey Pavilion in

Lancaster. Looking on is Marvin Stoltzfus, Elverson, director of the Lansdale-based Dairy co-op. Lehigh announced it is seeking 500 members.

LANCASTER — Lehigh Valley Farmers, a bargaining cooperative of dairy farms, launched a drive this week for new members.

In open meetings held in Chester, Lancaster and Franklin counties, President Alpheus L. Ruth reported his cooperative is seeking more milk to meet the needs of Atlantic Processing, Inc.

"Lehigh Valley Farmers sell its members' milk exclusively to API, a federation of cooperatives with milk processing and manufacturing facilities," Ruth said. "We want to play a larger role in API's affairs and establish more equity for ourselves in this growing business. We now produce only 60 percent of their daily requirements. So we are looking for 500 additional shippers to add to our current membership of approximately 1000."

General Manager William Stout told the audiences that six months'

milk sales of Lehigh Valley Farmers to API were 300 million pounds, for which the farmers were paid \$42 million.

Stout listed the guaranteed market as only one reason for membership in Lehigh Valley Farmers. He cited the quality and production bonuses which have totaled \$265 thousand thus far in 1981. He announced a patronage dividend of \$151 thousand. Stout also discussed personal insurance plans and payments for fire and storm losses.

During the meeting Ted Heck, vice president of sales and marketing at API, described consumer programs, which are conducted under the Lehigh Valley Farms label. He reviewed the LITE lowfat milk and ice cream programs. He announced the introduction of LactAid, a specially digestible milk for those people who love milk but whose bodies cannot tolerate the natural sugars in milk. Heck cited this as an example of API's commitment to seek ways to increase fluid milk sales.

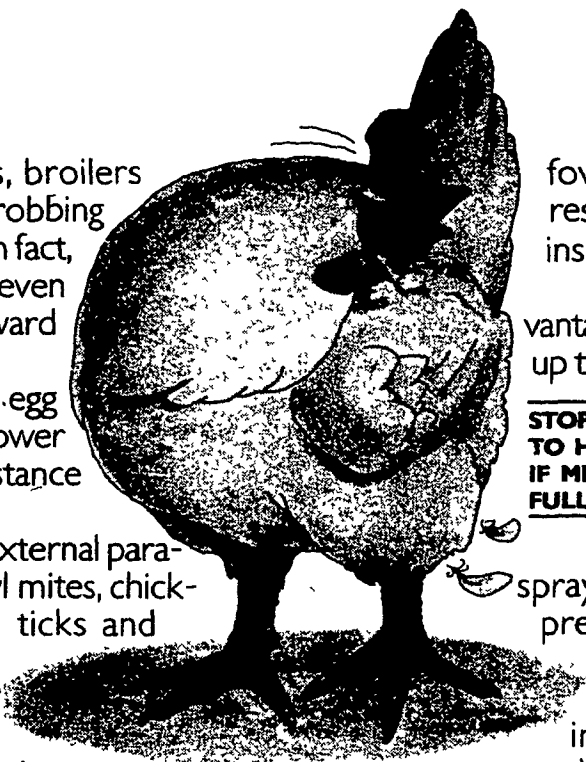
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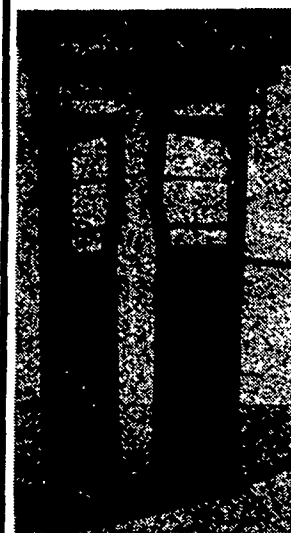


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