

## Marketing program

(Continued from Page A36)

percent being picked up by livestock and industry groups.

The Livestock and Livestock Products Marketing Council, an executive council under the Pa. Livestock Assn. which will be guiding the program, will be asking for donations from associations. These funds will go to promotion and education efforts, with the PDA share going to staff a promotion position.

Wilson announced that the election for chairman of the Council will be made after Farm Show next week, but stipulated that the person will be a member of the Pennsylvania Livestock Association.

Secretary Penrose Hallowell announced that the Department's information specialist, Joan Liesau, has been selected for the job. "She's done a good job for us in the livestock promotion field during the past two years — she'll do a fine job in this new position."

Under the new marketing program, generic advertising will be the key to promoting livestock products from the Keystone state.

"We don't want to overcome any established, working promotion programs, such as those run by the Pork Council and the chicken and egg people," stated Wilson. "The real program is to bring everybody together for the cause of selling our

products.

"We'll be exposing different things at different times — one week it will be red meat and eggs, the next time it will be something different

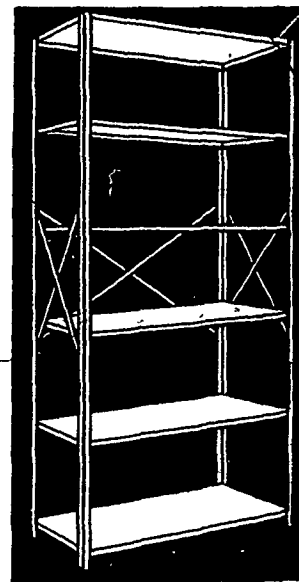
"What we promote won't be tied to supply and demand," Wilson stressed. "What we want to do is expose the buying public to what is produced in Pennsylvania — trying to show them that it's better to keep our products here and consume them than to import others."

Wilson said this does not mean Pennsylvania will be turning its back on its neighbors. "We just want people to know these edible products are available right here in the state."

"We have a capable person in Joan Liesau," Wilson commented. "The program is one that may take some mind-twisting, but it's one that's gonna go."

Wilson is the manager of Ranch's Buck and Doe Run Valleys Farm Co., R8 Coatesville.

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JANUARY 13, 1982

10:00 AM

Guernsey Sale Barn, Lancaster, PA  
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48 MILKING SHORTHORN

This is the dispersal of the WAVE-TV Farm herd. The farm has been sold, forcing us to hold this short-notice sale without the benefit of full scale advertising. Our loss will be your gain as there will surely be bargains.

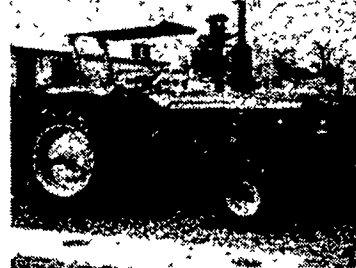
The Ayrshire herd has been developed through purchases from some of the top herds in the country as well as purchasing from top sales. 96% of the herd is sired by plus proven sires or promising young unproven sires. The breeding program has included bulls such as MAR-RAL HI KICK-SENELAKECA BETTY CHAD-MEREDITH LIBERATOR-HAMMONDS CANARY FLASHY-HAMMONDS ORACLE-TOLL GATE CHOICE JACK. Many of the cows carry the service of MEREDITH LIBERATOR.

The WAVE-TV Milking Shorthorn herd has been developed through the selection of top-pedigreed cattle from some of the best known herds in the breed including: MYSHA-INGLESIDE--ALLES--INNISFALL--GUCK-IAN, as well as others. Sires represented include these with USDA PD's over +1000 milk: KORNCREST PACESETTER-SUNNYVIEW PRINCESS REUNION-LILYDALE LUCY'S PROMISE 10th-MINN DUKE DARIUS. Many cows will be fresh; however, there are also several cows due in March and April. THERE WILL BE TRUCKS AVAILABLE TO GO IN ANY DIRECTION.

FOR MORE INFORMATION CONTACT:  
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