

# Meat Packers endorse "Keystone Pride" slogan

HARRISBURG — State Agriculture Secretary Penrose Hallowell has announced that the "Keystone Pride" slogan has been approved for use with the Pennsylvania Agriculture logo in promotional and sales effort. Hallowell said the new combined logo and slogan were designed for use by food processors with out-of-state sales.

Hallowell also announced that the Pennsylvania Meat Packers Association, meeting recently in State College, had endorsed the Keystone Pride logo. Several members of the association already have started procedures to incorporate the logo on their labels, cartons and advertising.

The Keystone Pride slogan was used by the state's agricultural industries during a month-long promotion of Pennsylvania food products in August. Consumer acceptance of the slogan led to expansion of its use.

The Keystone Pride logo uses the basic format of the three-year-old Pennsylvania Agriculture — "We're Growing Better" campaign, with the outline of the Commonwealth surrounding the capital letters "PA." However, the Keystone Pride slogan replaces "We're Growing Better" beneath the state.

Hallowell explained that a member of the Meat Packers Association had presented the initial idea for an alternate logo.

"Many larger firms in the state had expressed a desire to identify their products with Pennsylvania, but because their marketing was on a regional or national basis, they declined," Hallowell explained. "Marketing surveys had shown negative consumer reaction in other states. By using the 'Keystone Pride' slogan, these firms can now associate themselves with Pennsylvania's largest industry and identify their products' origin as Pennsylvania in

a more subtle manner."

Hallowell said that the "Keystone Pride" logo gives Pennsylvania food processors an opportunity to share in the successes of firms already using the logo to promote sales of Pennsylvania food products.

According to Hallowell, almost 200 Pennsylvania firms are using the "Pennsylvania Agriculture — We're Growing Better" logo to promote their products. As Pennsylvania-based regional and national firms become aware of the Keystone Pride logo, it should become more visible on grocery store shelves.

Hallowell said the requirements for firms wishing to use the Keystone Pride logo will remain the same. They must produce a top quality agricultural product which contains all or a portion of raw food products produced or grown in Pennsylvania.

"I urge consumers to look for both the 'We're Growing Better' and the 'Keystone Pride' logos on food products in the coming months," Hallowell said. "Purchasing these Pennsylvania products will help boost farm income while generating an increase

in sales throughout our agricultural industries."

Additional information on the use of these Pennsylvania Agriculture logos may be obtained

through the Bureau of Markets, Pa. Department of Agriculture, 2301 North Cameron Street, Harrisburg, PA 17110; telephone 717/787-6902.

## Delaware horse winners

(Continued from Page B32)

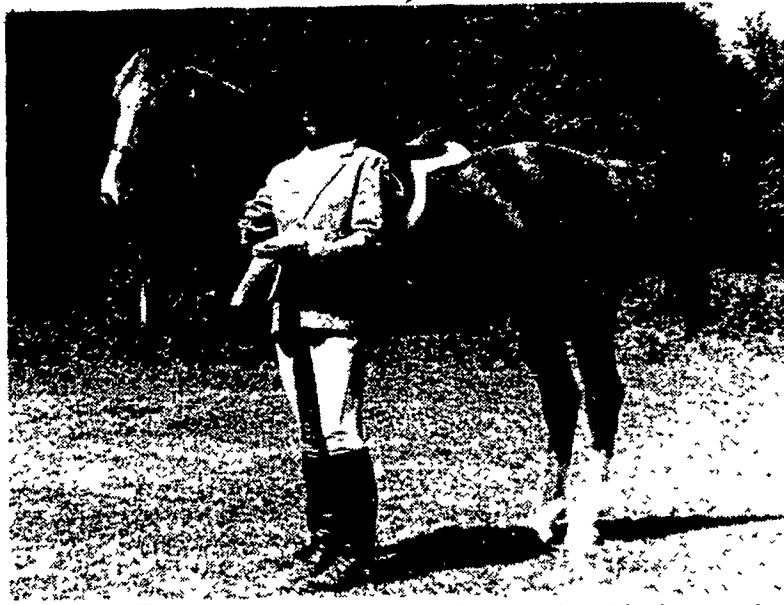
championship and reserve championship in the hunter pony division.

The Beatrice Campbell perpetual trophy is awarded each year to the 4-H youth who has accumulated the most points in fitting and showing, and horsemanship classes. This year's

winner was Jane Niblett of Bear.

All exhibitors were required to prepare their own animals for the fitting and showmanship classes. They could be assisted only in holding, leading, and loading.

The show was sponsored by the Delaware Extension Service and the Delaware 4-H Horse Advisory Committee.



Leslie Tyler of Newark captured championship honors in the English pleasure horse division at the Delaware state horse show.



### Saturday, Oct. 9

Lancaster Society 9 meets for a program by Albert Carzola called "A look at Cuba"

Lancaster Society 7 meets for a birthday dinner

Lancaster Society 2 meets for a silent auction and election of officers

Lancaster Society 25 meets for a program about arranging flowers

### Monday, Oct. 11

Lancaster Society 32 meets at noon to entertain Society 24

### Tuesday, Oct. 12

Lancaster Society 22 meets for a life on the farm program

### Wednesday, Oct. 13

Lancaster Society 14 meets at the Strasburg Mennonite Church for a tour to Washington D.C.

### Thursday, Oct. 14

Lancaster Society 21 meets for a hobo party program

### Saturday, Oct. 16

Lancaster Society 12 meets to do needlework

Lancaster Society 18 meets for a talk by Scot Lueck on seeing the country by bicycle

Lancaster Society 3 meets with Jean Zimmerman to learn how to dry foods

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