

Dairy Promotion Swap Shop

BY DICK ANGLESTEIN

More and more dairy farmers and others associated with allied groups and agribusiness are getting directly involved in dairy product promotion. And that's good. The more people that get involved, the more promotional ideas that will be generated. And the more ideas, the more that dairy products will be in front of the consuming public. And as any big advertiser knows, continuing exposure before the buyer is often the primary key to increasing market share.

An energetic group in Mifflin County has come up with just such a good idea. Look for the story in Section A that tells about their Mystery Tipper, who's traveling around from restaurant to restaurant "encouraging" waiters and waitresses to suggest milk as THE DRINK to accompany the meal of their customers.

The Mifflin County Dairy Promotion Council has special cards that help get their message and program across to the restaurant people. These cards are reproduced along with the story. Some other promotional groups in the state may wish to piggy-back on this idea and get in touch with the Mifflin group. There are some names to contact in the story.

And that brings up a point that was made by Jim Hostetter, Mifflin County dairy farmer who's chairman of the Council.

He points out that there are other similar groups at work in the state and he'd like to know what they're doing about promoting dairy products.

"New and different ideas about promotion are the key to groups, such as ours, and generate the interest that participants and programs need to continually move ahead," he said.

Well, Lancaster Farming would like to hear about your promotional ideas, too. If you tell us about them, we'll feature them in coming

issues, through June Dairy Month and well after that. We'll publish them as long as you send them in to us. We, too, would like to see dairy promotion a year-round activity -- not one that crops up every spring and then goes back into hibernation for the other 11 months of the year.

So, if you send us your ideas about dairy promotion, we'll set up a special regular feature to pass them along to other groups who might be able to use them.

We'll call this feature the "Dairy Promotion Swap Shop."

It's a chance for all Lancaster Farming readers -- and conservatively speaking there must be more than 100,000 of you who see the more than 40,000 copies that are printed each week -- to get into promoting dairy products.

So get busy and get your promotional ideas into us.

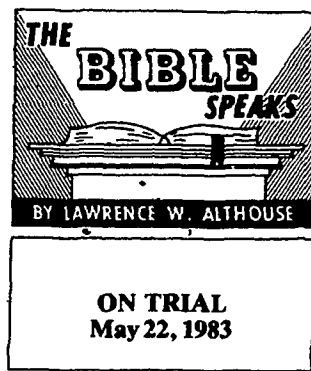
And, we'll get busy and start getting the Dairy Promotion Swap Shop into business.

Back in colonial times in this area, butter was used quite a bit as a swap item as dairy farmers traded it for other goods that they needed. And, butter prints came into being as these farmers started to decorate the blocks of butter they swapped with others.

Now, instead of swapping the actual butter, let's swap ideas. Ideas that can better help to promote and merchandise that butter and other dairy products.

And, if enough good ideas are generated, perhaps some of them can be applied to the promotion of other farm products.

So all you idea swappers, let's get swapping. Send your promotional ideas to:
Dairy Promotion Swap Shop
Lancaster Farming
P.O. Box 366
Lititz, Pa. 17543



Background Scripture:
Acts 21:1 through 26:32
Devotional Reading:
Acts 21:7-14

Paul was on trial.

To be sure, it was not a formal trial, but more a hearing called to determine why he was arrested and what should be done with him. The Roman tribune in charge of the garrison of soldiers in Jerusalem called upon the Sanhedrin, or council of Jewish elders, to examine Paul.

We might wonder how this could happen. After all Paul was Christ's great Apostle to the Gentiles, one of the foremost Christian leaders of his time. Surely, God would not permit such a man to have to endure this ordeal! If Paul was really Christ's ambassador, certainly he would not want him to face such a tribunal.

"TAKE COURAGE!"

But as Paul had already learned, God does not always keep us from being tested. In fact, if we are faithful to him we may be even more likely to be tested—just as Jesus was. We may not be brought before a tribunal, as was Paul, but we may be just as surely tested.

So, although God did not prevent Paul's time of testing, he nevertheless remained faithful to Paul by being with him during his trial.

And in our times of trial we receive the same assurance: I am with you. During the night that followed his tumultuous appearance before the Sanhedrin, God came to him—

probably in a dream or night vision—and reassured him, saying: "Take courage, for as you have testified about me at Jerusalem, so you must bear witness also at Rome."

There are always two kinds of deliverance when we find ourselves in a precarious or dangerous position. There is the deliverance from the danger or there is the deliverance that takes us through the danger. I have personally known both kinds—as I'm sure have most of you. There have been times when I was spared the ordeal that faced me. When the doctor says to me, for example, "The report is benign, not malignant,"—that is deliverance from my perspective.

But there is also the deliverance that comes to me when it is evident that I will have to face some pain or loss or trial that I could have preferred to escape. It is the deliverance that is given by God when he says to me, "Take courage, for you must testify about me in this situation." I do not suffer so that I can testify, but I can seize the opportunity to turn my suffering into a victory for Christ.

IN ALL GOOD CONSCIENCE

When I am on trial because there is no other alternative, I can at least choose how I will conduct myself, how I will bear witness to my faith. I will use whatever inspiration God gives me to fight the good fight. That's what Paul did before the Sanhedrin: his understanding of the hostility between the Pharisees and Sadducees gave him the opportunity to stalemate the hearing. Where was God in this moment? Right there, I'm convinced, helping Paul to use his mind to confound his accusers.

So the evil of men put Paul on trial, but the presence and help of God helped him turn that trial into a triumph that carried the Gospel all the way to Rome.

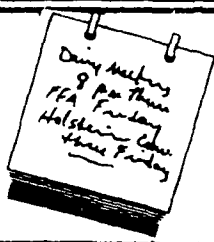
NOW IS THE TIME

By Jay Irwin

Lancaster County Agriculture Agent
Phone 717-394-6851



Farm Calendar



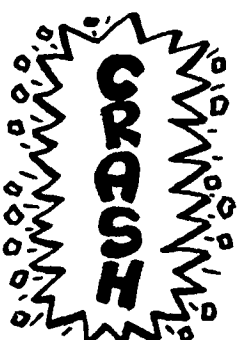
Saturday, May 21
Southeast Pa. Sheep Council and Extension Sheep Field Day, 9 a.m. - 4 p.m., Allentown Fairgrounds

Monday, May 23
Pa. Dairy Sanitarians and Lab Directors Conference, Penn State, continues through Wednesday
Bradford-Sullivan Forum, 8 p.m.
Strawberry meeting, 7 p.m.
Charles Ilyes farm, 1/2 mile east of square in York New

Salem
Tuesday, May 24
Pa. State Council of Farm Organizations legislative breakfast, 8 a.m., Villa Leo Restaurant, New Cumberland
Lancaster Chamber of Commerce farm tour
Wayne County rabbit management and disease meeting, 7:30 p.m., Honesdale High School
Federal Insecticide, Fungicide and Rodenticide Act hearing, 9:30 a.m., Room SR-328A, Washington, D.C.

Thursday, May 26
Bradford Co. Extension Committee, 8 p.m., Extension office
Friday, May 27
Sheep Shearing School, Charles Allen Farms, Granville, Bradford County, continues tomorrow
York Farmers' Forum, 7 p.m., Rutter's Restaurant, landscaping techniques
Saturday, May 28
Bradford 4-H County Council, 8 p.m., Extension Office

OTIS



To Check Weed Sprayers
The sprayer is a piece of equipment that is used quite heavily from spring till fall. Many complaints of poor chemical performance can be traced to poor sprayer performance. This is often due to poor calibration. Calibration simply means to apply a known amount of spray mixture to a known area.

There are several methods used to calibrate a sprayer. The simplest is to travel over a selected area (about one-tenth acre) to determine the amount of water applied.

Measure off a strip that provides a known area. For example a 21-3/4 foot boom traveling over a 200 foot course provides one-tenth acre. One-tenth acre for a 28 foot boom is 154 feet. Next, fill the sprayer tank with clean water to a known level. Then travel over the course at the desired rate of speed. Make sure you are at full speed by the time you turn the spray on at the beginning of the course. Measure the amount of water applied by placing the spray tank in the same position and refilling to the same level.

Most wettable powders and emulsions call for 15 to 30 gallons of water per acre for good coverage. This means you should have applied 1 1/2 to 3 gallons on the 1/10 acre plot.

Check your sprayer before

mixing expensive chemicals and starting into the field.

To Fertilize Alfalfa

Alfalfa continues to be one of the most important forage crops in this part of the country. Crops that are now being harvested should have good growth and yield weights. In order to harvest maximum yield of later cuttings, a top-dressing of a phosphorus-potash fertilizer is suggested immediately after the removal of the first cutting. Alfalfa is a heavy feeder of both phosphorus and potash; established stands should be able to provide their own nitrogen needs. A well fertilized stand should more than pay for the extra fertilizer. Due to the real good growing weather this past month, the first cutting is ready earlier than normal.

To Read The Label

I am sure you have heard this suggestion before, however, it is still very important to all farmers and gardeners.

Every pesticide carries a label with directions; this should be read and followed during the application of the material. Don't make the mistake of applying the material in error. The labels are required by law and should be respected by the user. Serious losses may occur, if the directions are not followed. Materials should always be kept in their original

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