

Lancaster Farming

VOL. 28 No. 30

Four Sections

Lancaster Farming, Saturday, May 28, 1983

\$7.50 per year

Tour focuses on farming as business

BY DEBBIE KOONTZ

LANCASTER — It was truly a day "down on the farm" for the more than 40 members of the Lancaster County Chamber of Commerce who participated in the Businessman's Farm Tour, Tuesday, exchanging the corporate structure for the farm life of four different operations.

Whether the visitors expected a remake of an old Green Acres television show or a storybook picture from Currier and Ives wasn't verbalized, but their astonishment at the structured management and efficiency they experienced prompted members to term the day 'a learning experience.'

And that, according to county Extension agent Jay Irwin, was the entire gist of the tour.

"We wanted to take the members of the Chamber — mostly businessmen, bankers and ad agency representatives — to the farm so they could see the different situations farmers face from day to day.

"I think through this the members have learned that farmers are, and have to be, very sharp businessmen," he said.

But as Irwin will agree, it's not hard to be impressed with Lancaster County farms and farmers since they're located in an area known as the nation's Garden Spot, consisting of the best non-irrigated farmland in the U.S. Add to this impressive distinction the fact that Lancaster County is well-noted for its ag diversification and you have a tour that presented a very overall view of farming, all

(Turn to Page A28)

Spreading the 'Seal'



Turn to Page A10

for the first of Lancaster Farming's Dairy Promotion Swap Shop ideas.

.....

And for more on milk promotion, don't miss next week's Dairy Issue.

Dairy conference eyes changes in marketing

BY TRISH WILLIAMS

UNIVERSITY PARK — New promotional strategies, Ultra High Temperature milk (UHT), and consolidation of the Northeast's dairy cooperatives, were just some of the changes in milk marketing predicted this week by dairy industry experts. These predictions were made to an audience of 250 persons from all factions of the dairy industry who were on campus Monday through Wednesday at Penn State to take part in the annual Pennsylvania Dairy Sanitarians' and Laboratory Directors' Conference.

Over forty experts from the Northeast dairy industry spoke at the three day conference, covering a wide range of current concerns in the region. Everything from nutrition research findings to the future of Northeastern dairy cooperatives to producing milk of high quality was discussed.

Dr. Robert McCarthy, Penn State professor of food science, kicked off the conference by presenting data from research he has been conducting on cholesterol and dairy products. His findings discredit many of the commonly held myths about the health risks caused by cholesterol intake through dairy products.

In a talk and slide presentation on UHT milk, Jack Hall of Dairymen Inc. touched on some of the almost limitless marketing possibilities this new product provides the industry. Hall aroused a great deal of interest and discussion among conventioners over the new 'brick pack' that can be shipped and stored without refrigeration at half the price of conventional dairy products.

And what's coming in future

The present and future status of the dairy industry were the subjects of a series of speeches.

Dr. Lew Mix, economist for Agway, reviewed the present status of the Northeast dairy industry, giving a summary of current trends and statistics. Mix also made reference to research being conducted by Penn State economists on funding by Agway. The study involves 350 Pennsylvania dairy farms, and pulls together DHIA records and farm business records from Farm Credit, to see what affect specific management practices have.

Further consolidation of dairy cooperatives was the prediction made by James Roof of The Agricultural Cooperative Service. Large cooperatives better equipped for the latest milk testing procedures will be the way of the future.

(Turn to Page A12)

Details of conference in next week's issue

As Egg month closes...



Local businessmen donned farmer's caps, Tuesday, as they visited four ag operations in Lancaster as part of the County Chamber of Commerce's Businessman's Farm Tour. Here, they had a chance to see the 40,000 layer poultry operation of Glenn Snyder, left, in action.

Narvon Mine series of stories wins 1st place writing award

LITITZ — Lancaster Farming's series of stories outlining the personal impact on neighboring farmers of the proposed location of a hazardous waste dump in a prime agricultural area in Eastern Lancaster County has received a first-place award in statewide newspaper writing competition.

The four-part series of stories, which was published in Lancaster Farming last October and November, was written and photographed by Dick Anglestein, editor. (See editorial, page A10.)

The Narvon Mine stories won the award in the Feature Series category of the Weekly Newspaper Division of the 1983 Keystone Press Awards Contest sponsored by the Pennsylvania Newspaper Publishers' Association and the Pennsylvania Society of Newspaper Editors.

It was the only writing award won by any agricultural

publication throughout the state and the only first-place award received by any newspaper in Lancaster County.

The competition is conducted annually among all newspapers throughout Pennsylvania, with various categories of competition for daily newspapers of differing circulation totals and weeklies.

The series of stories, which appeared in Lancaster Farming on October 23 and 30 and November 6 and 13, 1982, concentrated on the fears and concerns of neighboring Old Order Mennonite farmers about increased traffic and pollution of ground water if the hazardous waste dump is located at the Narvon Mine site.

To obtain the views of the farmers, Anglestein spent a couple of days working alongside, eating and talking with four different families living immediately adjacent to the mine.

Anglestein previously has won similar writing awards in the competition while working on the staffs of newspapers in Lancaster and State College.

The Keystone Awards will be presented next Saturday night at the annual awards banquet at the Pennsylvania Press Conference at the Harrisburg Marriott Inn.

