

Pa. reports direct farm market expansion

HARRISBURG — State Agriculture Secretary Penrose Hallowell has released figures which detail direct farm market expansion through the state's Farm Market Loan Program.

According to Hallowell, during the first year of the Farm Market Loan Program, checks totaling \$485,645 had been delivered to 27 farm market operators who have

entered or expanded their direct-market operations in 19 Pennsylvania counties. Checks were being processed for two farms and loans approved for three additional operators, bringing the total amount committed thus far in the program to \$610,645.

Improved marketing of Pennsylvania farm products, for direct markets, domestic and export

sale, is a key economic development initiative of the Thornburgh Administration.

"Improvement of marketing to support rural and community economic growth and improve the quality of life for family farmers is a top priority of this administration," said Thornburgh, who presented the first check in the program to William Hileman of Armstrong County on Oct. 27, 1982.

Initiated by Governor Thornburgh within the Department of Agriculture in July 1982, the \$1 million Farm Market Loan Program was established to support expansion of direct farm marketing in Pennsylvania. Low interest loans at one-half of the federal discount rate are available to eligible applicants, allowing a maximum payback period of ten

years. Individuals are eligible for maximum loans of \$25,000, while groups (two or more) can receive maximum loans of \$50,000. The variable rate is currently 4.25 percent.

The state finances up to 50 percent of the total loan in conjunction with an approved lending institution, such as a local bank or farm credit bank. Applications are reviewed by a loan committee and the Secretary of Agriculture.

"Farmers' markets represent a key link in the Pennsylvania food chain, and our farmers recognize this fact. As direct outlets and small businesses, these markets play a vital role in getting farm-fresh fruits and vegetables to the consumer at peak flavor and food price, while providing farmers with a market and a reasonable return," said Hallowell.

"Pennsylvania is a national leader in direct marketing of farm products with annual sales of more than \$150 million. We are working to maintain Pennsylvania's leadership role with programs like the Farm Market Loan Program," said Secretary Hallowell.

Those interested in eligibility requirements or information about the program should write to: Donald Unangst, Director, Bureau of Agricultural Development, Pa. Department of Agriculture, 2301 N. Cameron Street, Harrisburg, PA 17110; or call 717-783-8460.

ADA to close Camp Hill office

BY TRISH WILLIAMS

TOWSON, Md. — The Atlantic Dairy Association, Inc. (ADA), in a move to cut expenses and improve efficiency of operations has decided to close its Camp Hill office.

ADA is the agency that manages milk promotion in the Mid-Atlantic Federal Milk Marketing Order 4. With funding from Order 4

producers, ADA plans promotion strategies, distributes milk promotion materials, and supports promotion programs, such as the dairy princess program.

Dick Norton, general manager and asst. secretary-treasurer of ADA, said the functions performed previously at the Camp Hill office will be consolidated into the agency's Towson office.

"The dairy princess programs in Pennsylvania, Maryland, Delaware and New Jersey will have our continued support," said Norton. "All ongoing programs will receive support and promotional materials."

"The volunteers that work with

the dairy princess program are what really make it strong. Nothing will change there," said Norton. "Those persons working with the dairy princess program in Pennsylvania that have been paid per deim will continue to be paid per deim for their work."

In a meeting this week ADA decided it would not be responsible for operations at the Camp Hill office after next week, according to ADA Chairman, Daniel Martin, Manheim. Martin said, there was some discussion at the meeting of the possibility of someone from the Pennsylvania Dairy Princess program working out of the Camp Hill office, but nothing definite was

decided.

"Our financial support has not increased," explained Norton, "so we are trying to increase the efficiency of our operations."

"We feel consolidation of the two offices will eliminate duplication of efforts by having a single source of materials."

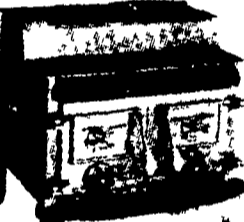
ADA is planning to become more automated, using computers and drop shipping to distribute promotion materials.

Anyone in Order 4 who had previously gotten promotion materials or worked with the Camp Hill office should now contact Gail Krus or Chris Unks in the Towson office for assistance. The office is located at 216 Carroll Building, 8600 LaSalle Rd., Towson, Md. 21204. Phone (301) 321-0266.

Hog language

Among the pig- or hog-related phrases used today are: "a pig in a poke," "bring home the bacon," "male chauvinist pig," "don't be a hog," "pig out," "independent as a hog on ice," "go whole hog," "pigheaded," "hogwash," "road hog," "pork barrel" and "pigskin" (an interesting term, since footballs actually are made of cowhide). The use of "pig" to describe an officer of the law dates back to 1874, when a Thomas Nast cartoon depicting pigs in uniforms appeared in Harper's Weekly. Card players referred to the ace of diamonds as a "pig's eye," which led to the statement of doubt, "in a pig's eye."

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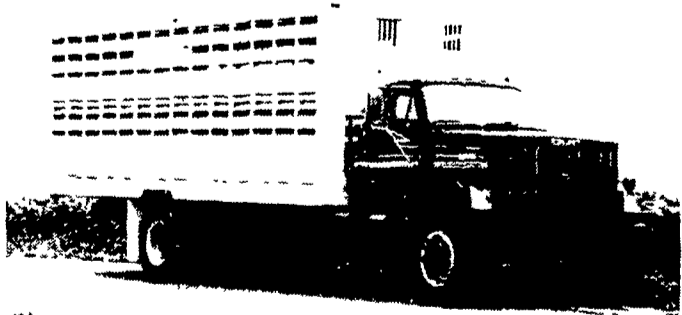
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