

Potato board plans promotional program

DENVER, Col. — Feeling of "cautious optimism" about a successful referendum dominated the recent annual meeting of the National Potato Promotion Board in Denver.

Results of the March referendum will be announced by the Secretary of Agriculture in mid-April.

In other business, Board members elected new officers and adopted a marketing program for the 1984-85 year.

Coordinating the Board's activities is the newly elected executive committee led by Roy Reed, Idaho Falls, Id. Officers and their areas of specialty are: William Amick of Runa, W.Va., vice president/grower relations; Robert Felmlee of Center, Colo., vice president/treasurer; John Moore of Bakersfield, Calif., vice president/potato chip program; Doug Muse of Pasco, Wash., vice president/export; Keith Masser of Sacramento, Pa., vice president/retail merchandising; and Sherwood (Pete) Peterson of Baker, Minn., vice president/secretary. Lowell Kenyon of Tulalake, Calif., as immediate past president, will serve as the ex-officio member of the executive committee and will be responsible for overseeing advertising and public relations programs.

Board members adopted a \$2 million marketing plan which is similar to the one used this past year. Programs will focus on public relations and merchandising with only a small amount of the budget directed toward consumer advertising.

With passage of the referendum, marketing plans would change. Board members discussed plans for using the additional dollars but made no commitments on how the marketing dollars would be used.

The primary target for the

public relations program will continue to be the light user of potatoes, with extended coverage to those who directly influence consumers — doctors, dietitians and educators.

Newspaper and magazine food editors and syndicated writers will be provided with low calorie, nutritious potato recipes and photos to encourage consumers to eat more potatoes.

Potato Lover's Month is the single most successful celebration to focus national attention on potatoes and increase sales at an important time of the year — February.

The objective of the Board's education program is to tell the good nutrition story of potatoes to the consumers of tomorrow so they do not grow up with the misconceptions which would inhibit consumption of potatoes. Several potato education programs reach elementary and secondary school children through the classroom and school cafeteria.

"Our Vegetable Parade" elementary teaching guide will be offered through an ad in Instructor magazine which reaches 260,000 teachers.

The Board's nutrition education film, "Balancing Act," will again be distributed to secondary school classrooms. A teaching guide poster developed last year will accompany the film.

The Board's nutrition theme has been right on target and, will continue to be the basic message in retail merchandising. A recent study has provided new data which updates the nutrition label and makes the potato's nutrition story even better.

This new nutrition label will be used on point-of-purchase materials in 1984-85.

In addition to the ads appearing in May, June and July of 1984, participation in the Kraft Salad



Five central Maryland faculty members received awards for 10 or 20 years of service during the annual conference of the University of Maryland's Cooperative Extension Service recently in the Columbia Inn at Columbia. Shown, from the left, are Russell J. Balge of Cedarcroft (Baltimore city) and four Howard county residents: V. Allan Bandel of Highland, L. Martin Hamilton, Jr., of Lisbon, Raymond V. Bosmans of Clarksville, and Lee P. Grant of Dayton. Balge is an Extension agent in Baltimore county; Hamilton and Bosmans are agents in Howard county; Bandel and Grant are Extension specialists at the University of Maryland in College Park. Bandel received a 20-year service award; the others received 10-year awards.

Days promotion will be continued during the Spring of 1985. This program has been an effective way to extend advertising exposure at a substantial cost savings and ensure that supermarkets continue to feature potatoes throughout the summer months.

The Potato Board has used Paul Harvey as its spokesman on ABC radio for the past five years. Plans are to use him again in October, November and December of 1985.

Md. sheep festival set

WEST FRIENDSHIP, Md. — The Maryland Sheep and Wool Festival will be held Saturday and Sunday, May 5 and 6, at the Howard County Fairgrounds, West Friendship, Md., from 9 a.m. to 6 p.m.

At this 11th annual festival, there will be sheep and wool related shows, a working sheep dog demonstration, a sheen shearing

contest, an art show, a fashion show, country and bluegrass music, and other entertainment.

Over 100 crafts people will have their work on display, give demonstrations, and offer their wares for sale.

Admission is free. For further information, contact Mary Streaker, P.O. Box 135, West Friendship, Md. 21794.

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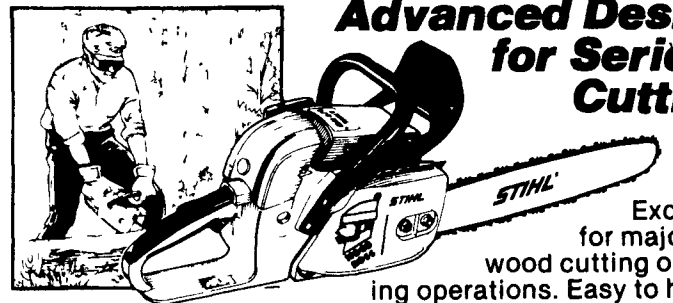


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