

ADA to sponsor June 'REAL' Seal Sweepstakes

SYRACUSE, N.Y. — Based on past success, the American Dairy Association will repeat its June "REAL" Seal Sweepstakes. The purpose of the sweepstakes is to build consumer recognition of the "REAL" Seal through a nation-

wide sweepstakes program. Last year's contest attracted 4,687,610 entries.

Consumers will find entry forms, highlighted by point-of-purchase materials, at their local grocery stores. To enter, this form must be accompanied by a "REAL" Seal or

facsimile. Over 1,823 prizes will be distributed nationally including American Express Vacation trips, and Chevrolet Celebrity Station Wagons.

Publicity for the sweepstakes will consist of national television,

newspaper and magazine advertising, point-of-purchase materials and milk carton side panels. Watch for advertisements, featuring Vincent Price, in Sunday, June 3 newspapers and the June 11 T.V. Guide. Television advertising will appear in selected

markets. Side panels promoting the sweepstakes should total over 1 billion.

Dairy producers benefit in many ways from the sweepstakes. The first and most important benefit is consumer identification of the "REAL" Seal. A second benefit is increased processor participation in the program. In order to take advantage of the promotion, processors must have the "REAL" Seal on their cartons. Another benefit is increased traffic flow to the dairy case. Consumers must go to the dairy section to pick up entries.

The total value of prizes being given through the sweepstakes is \$300,000. Many of these prizes are donated or given at cost, bringing the actual cost to the dairy farmer down to \$120,000, nationally.

Point-of-purchase materials will be installed the last week in May. They include mobiles, case banners, flags and entry blanks. Look for them at local supermarkets.

Forages on Crops Day agenda

UNIVERSITY PARK — Selection and management of forage crops, vital topics for farmers, will be stressed during the annual Crops Day to be held June 19 at the Rock Springs Agronomy Research Farm of Penn State, nine miles southwest of the campus on Route 45 west.

Many factors are involved in successful forage production. Several of them will be discussed during Crops Day, says W.C. Stringer of Penn State's Department of Agronomy, College of Agriculture.

Featured on the forage portion of the program will be topics on species selection, legume-grass mixtures, fertility, and harvest management.

Crops Day will start at 9:30 a.m.

on June 19 with a lunch break at noon. Lunch will be available at the farm. The day's program will stress small grain management and research as well as forage production. Tours will end at 4:00 p.m.

"The particular forage species to select is influenced by many things," Stringer commented. "For example, there are several legume species available to Pennsylvania farmers, such as alfalfa and birdsfoot trefoil, and the first factor to consider when deciding between two legumes is

soil suitability or drainage," he added.

This and other factors relating to species selection will be discussed during the program.

Proper fertility management, including manure, is a vital part of a successful forage management program. Good fertility programs will result in high yields, but equally important fertility helps with stress resistance, and the management of good forage mixtures. These factors will be highlighted June 19.

Harvest management is the final

key to good forage management, Dr. Stringer observed. Harvest or grazing schedules used can compliment or defeat the impact of other management practices. Factors important to successful harvest management will be emphasized.

Forages are a vital key to agricultural production in Pennsylvania, Stringer said. Dairy cattle, beef cattle, sheep, and horses are important producers in the agricultural industry of the state, and all consume large amounts of forage crops.

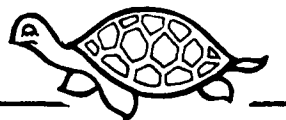
Lincoln Community 4-H Club

The Lincoln Community 4-H Club met on May 8 at the home of Mr. and Mrs. Earl C. Stauffer.

Kerry Boyd, 4-H leader, announced the dates of upcoming meetings and events and the group discussed the possibility of inviting another club to a meeting.

The next meeting will be an ice cream party on June 12 at the home of Mr. and Mrs. F. Roy Weaver, Stevens, at 7:30 p.m.

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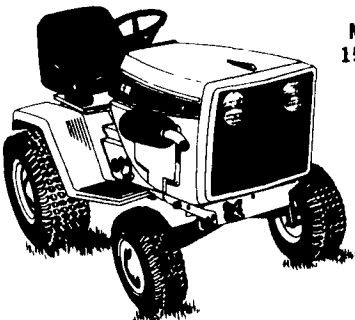
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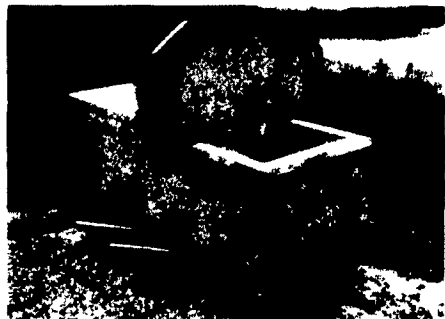
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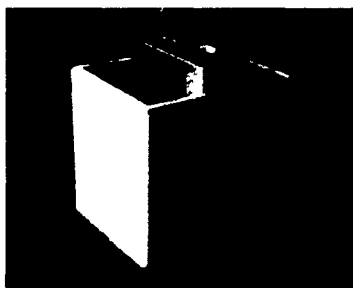
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