

Producer-paid promotion continues to grow

HARRISBURG — With billions of dollars spent nationally each year for "non-agriculture" type foods, Pennsylvania producers are making head way, promoting their own products to retain their place on consumers' tables.

According to State Agriculture Secretary Penrose Hallowell, Pennsylvania's dairy industry, apple, peach, cherry, vegetable, egg, potatoes, beef and pork industries have organized over the past several years to develop different types of marketing order and producer check-off systems.

"These systems allow producers to channel their monies to advertise Pennsylvania products at their own discretion with professional guidance, to maintain their place in the market area. Through producer contributions we are beginning to see increased consumer awareness in the way they buy, and the foods they prepare," he said.

One of the first Pennsylvania industries to begin voluntary producer contributions was the apple industry. The Agriculture Marketing Commodity Act was passed in 1968, at the request of agriculture organizations and apple producers. Through a referendum, the apple industry began a legislatively mandated check-off for all producers. The program's 1984 budget has grown to an impressive \$400,000, which is used in television, and radio advertising, print, buyer incentive promotions, and many other promotional programs.

Several other producer groups have voted favorably on the Agriculture Commodities Marketing Act including a marketing program for cherries and research programs for potatoes, vegetables and this spring, peaches and nectarines.

The vegetables research program, only two years old, is now bringing vegetable growers \$30,000 from the assessment of \$1.50 per acre for 10 acres plus.

"On the voluntary side, pork producers, through excellent organization, have accomplished a check-off system which began in Pennsylvania in 1969. Approximately 70 percent of the state's pork production is voluntarily checked-off at 20 cents per

head. The monies are sent to the National Pork Producers Council (NPPC) which forwards four cents per head to the National Live Stock and Meat Board (NLSMB), returns four cents back to the state. Pennsylvania pork producers realize approximately

\$40,000 for their own state-wide promotions. The total contribution realized from participating states in 1983 at NPPC was \$9.75 million.

In September, 1983, the Pennsylvania Beef Council initiated a voluntary program at 25 cents per head. To date this voluntary check-

off expects to raise \$25,000 in 1984. Forty percent of the beef check-off is returned to the NLSMB Beef Industry Council for national promotion, while the remainder is channeled into state-wide promotion, educational and research activities.

Pennsylvania's dairy industry has a tremendous potential to channel more than \$1 million dollars into state-wide promotion of dairy products. This come about through the National Dairy Program, which allows 10 cents of a mandatory national 15 cents per

hundred weight assessment to be channeled into an approved generic advertising program.

"Our enthusiasm and expertise is growing rapidly in the promotion of our state's food products," Hallowell said. "This is a credit to the increased efforts and concerns of our state's producers, and their willingness to work together, to accomplish more."

For more information contact Department of Agriculture, Bureau of Markets, 2301 N. Cameron Street, Harrisburg, PA 17110-9408.

Kodak to build animal nutrition research center

WASHINGTON COUNTY, Tn. — Plans to build a multi-million dollar animal nutrition research center were announced recently by the Eastman Chemicals Division of Eastman Kodak Company.

When completed in the summer of 1986, the research facility will include laboratory space and accommodations for a variety of farm animals, including 100 dairy cows, as well as a feed mill and a feedlot to accommodate 500 beef cattle.

Toy F. Reid, a Kodak executive vice president and general manager of the Eastman Chemicals Division (ECD), said construction is expected to begin early next year at a 200-acre site in Washington County, Tn.

"Eastman made known its intention to enter the animal nutrition market when we announced plans to test-market EASTMAN IsoPlus Nutritional Supplement in Michigan this fall," said Dr. James Chitwood, Kodak vice president and ECD director of Research and Development. IsoPlus is an animal nutrition product which, during feeding trials on dairy cows, has generally resulted in a 10 percent increase in milk production. Chitwood said IsoPlus should be commercially available by the time the research center is completed.

"The purpose of the research center, to be called Valleybrook Farm, is to conduct nutritional research to benefit animal production," said Chitwood. Approximately 30 scientists will eventually be employed at the farm. Scientific personnel will include animal nutritionists, physiologists, endocrinologists, microbiologists and veterinarians. Chitwood expects about an equal

number of support personnel to be required in addition to the scientists employed at the research facility.

Chitwood said Eastman has had a pioneering research effort in animal nutrition since the late 1960s. He said the company now has a technical base that draws upon Eastman proprietary positions in raw materials, patents and processing techniques. Chitwood described those factors as an appropriate base for entering a major new growth market in the animal nutrition business.

Md. grain producers meet

CENTREVILLE, Md. — The annual meeting of the Maryland Grain Producers Association was held on Thursday, at the Queen Anne's County 4-H Park near Centreville.

Early arrivals could have their grain moisture meters tested and tour some nearby corn test plots.

Formal sessions got under way at 1 p.m. with panel discussions covering such topics as "The Situation With Baltimore Export of Grain," "Checkoff Programs — An Investment Opportunity," "Costly Corn Critters Quarantine" (addressing the subject of the corn cyst nematode), and "Farming In Partnership With The Bay."

Featured speaker for the day was Barry Flinchbaugh, Professor of Agricultural Extension Economics and Public Policy at Kansas State University, who discussed "agricultural policies."

The following categories are available for your classified advertising in Section C. Deadline: Thursday morning at 9 of each week's publication

Farm Equipment	13 or		
Farm Equipment Wanted	Less	3.00	7.20
Silos and Unloaders	14	3.22	7.73
Building and Supplies	15	3.45	8.28
Grain Equipment	16	3.68	8.83
Dairy Equipment	17	3.91	9.38
	18	4.14	9.94
	19	4.37	10.49
	20	4.60	11.04

The following categories are available for your classified advertising in Section B. Deadline: Wednesday afternoon at 5 of each week's publication

- Livestock Equipment
- Cattle
- Horses & Mules
- Sheep & Goats
- Swine
- Artificial Breeding
- Hog Equipment & Supplies
- Poultry & Supplies
- Feed & Seed
- Fertilizer
- Plants
- Fruits & Vegetables
- Nursery
- Lawn & Garden
- Recreational Vehicles
- Services Offered
- Custom Work
- Help Wanted
- Situations Wanted
- Business Opportunities
- Household
- Pets
- Lost
- Found
- Computers
- Notice
- Miscellaneous
- Autos
- Trucks and Trailers
- Real Estate

LOCAL CLASSIFIED ADVERTISING RATES

23c per word
3.00 minimum charge
Use This Handy Chart To Figure Your Cost

Words	1 Issue	3 Issues
13 or Less	3.00	7.20
14	3.22	7.73
15	3.45	8.28
16	3.68	8.83
17	3.91	9.38
18	4.14	9.94
19	4.37	10.49
20	4.60	11.04

KEYED ADS (ads with answer coming to a Box Number, c/o Lancaster Farming): 50 cents additional.

Ads running 3 or more consecutive times with no change billed at 20 percent discount.

This newspaper will not be responsible for more than one incorrect insertion of any advertisement
Lancaster Farming
P.O. Box 366
Lititz, PA 17543
717-394-3047
or Lititz
717-626-1164
Mon., Tues., Wed.
8 a.m. to 5 p.m.
Thurs. & Fri.
7 a.m. to 5 p.m.

LIVESTOCK EQUIPMENT & SUPPLIES

Kiln dried wood shavings, \$4.00 per truck load. B. & D Woodworking, Silver Run, MD. 301-848-7273

LIVESTOCK EQUIPMENT & SUPPLIES

BUY, SELL, TRADE OR RENT THROUGH THE CLASSIFIED ADS

PHONE: 717-626-1164 or 717-394-3047
Mon., Tues., Wed. 8 AM to 5 PM -
Thurs. & Fri. 7 AM to 5 PM

REAL ESTATE



new pennsylvania realty, inc.
Rt. 1, Box 123, New Ringgold, PA 17960
717-386-5000 215-398-2559

70 ACRES PRIME FARM LAND
West Penn Twp. - Schuylkill Co.
Exceptional piece of land, about 55 acres tillable. Large almost-level well-drained fields (Leck Hill and Hartleton Soils) Also has good bank barn and well Owner financing available to qualified buyer

All our farm agents own and operate their own farms




GARY COLES - FARM BROKER & APPRAISER

LIVESTOCK EQUIPMENT & SUPPLIES


WOOD SHAVINGS

* * KILN DRIED * *

Don't be caught short this fall!
Call now for delivery of bagged, baled or bulk wood shavings & sawdust.
A quality bedding material at an economical price.



PENN AG PRODUCTS INC.
403 S. Custer Ave.
New Holland, PA 17557
717-354-4174



IMPROVE FEED PALATABILITY AND PROFITABILITY BY USING LIQUID AND DRY MOLASSES PRODUCTS IN YOUR FEED FORMULATION FOR ANIMALS FROM ZOOK MOLASSES CO.

- Liquid Feeding Cane Molasses
- Liquid Molasses Blends
- Honey Brook Brand Dried Molasses - 50 lb. Bag
- Z Brand Dried Molasses - 50 lb. Bag
- Honey Brook Energiblock - All Natural 20 - No. Urea
- Energiblock - Hi Protein 36

ZOOK MOLASSES CO.
West Main St., Box 160
Honey Brook, PA 19344
PH: 215-273-3776 or 717-393-3987
Call toll free in PA: 800-682-7464