

# Pa. issues local dairy promotion guidelines

HARRISBURG — State Agriculture Secretary Penrose Hallowell has announced guidelines for funding of local dairy promotion groups through the Pennsylvania Dairy Promotion Program.

The State Dairy Promotion Advisory Board, under the chairmanship of Hallowell, has budgeted funds to subsidize local

promotion efforts at its August meeting.

October 15 is the deadline for receiving applications. "Our intent is to encourage local groups to sponsor dairy promotions. Examples of these could range from cheese tastings at shopping malls and supermarkets to radio trivia contests featuring dairy product questions and prizes,"

Hallowell said.

These projects are being funded under the program's first six-month budget and must be conducted between Nov. 1, 1984, and April 1, 1985. Local projects with matching funds will receive first consideration by the Board.

Groups are not required to use an application form to petition the Advisory Board for funds. However, any funding requests must include the following information: a description of the

project; objective, audience and timetable; number of people reached by the project; how the project will influence dairy product consumption; how the project will be evaluated; itemized cost estimates such as materials, labor, travel; amount of matching funds available from the local group; how farmers will know that the project was partially funded by the Pennsylvania Dairy Promotion Program; and what materials will be used in the project.

Local groups must also formally report the results of the project.

The State Department of Agriculture is developing a list of promotion suggestions that will be available to local groups.

For additional information or application forms, contact the Pennsylvania Department of Agriculture, Bureau of Markets, 2301 North Cameron Street, Harrisburg, PA 17110-9408; phone 717-787-4210.

### APPLICATION FORM FOR LOCAL DAIRY PROMOTION FUNDS

Project Description: \_\_\_\_\_

Objective: \_\_\_\_\_

Audience: \_\_\_\_\_

Approximately how many people will be reached? \_\_\_\_\_

Timetable: \_\_\_\_\_

How will the project influence dairy product consumption? \_\_\_\_\_

Describe project evaluation: \_\_\_\_\_

Project costs (itemized): \_\_\_\_\_

Amount of matching funds available: \_\_\_\_\_

Types of materials used in project: \_\_\_\_\_

Describe planned identification with State Dairy Promotion Program: \_\_\_\_\_

Contact: Organization \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

RETURN APPLICATION TO: Bureau of Markets, Dairy Promotion Advisory Board, Department of Agriculture, 2301 North Cameron Street, Harrisburg, PA 17110-9408. Telephone: 717-787-4210.

## Peach board is named

HARRISBURG — State Secretary of Agriculture Penrose Hallowell has announced the appointment of eight peach and nectarine producers to the nine-member Pennsylvania Peach and Nectarine Research Program Advisory Board.

The producers were selected from nominations made by peach and nectarine growers who are participating in the Research Program. Hallowell said the nominations were excellent and reflect the peach and nectarine industry's dedication to production and marketing research.

The grower-requested referendum, which passed in May, is expected to raise an estimated \$25,000 annually. Advisory board members represent the three major production areas - eastern, central and western Pennsylvania.

Board members are charged with advising and assisting Hallowell in administration of the program. Each member serves a three-year term beginning July 1 and ending June 30. For the initial appointment, the nine advisory board members will serve staggered terms.

The eight advisory board members follow:

Phillip D. Baughter of Aspers, Adams County, three-year term;

Carl W. Brenner of York, York County, three-year term; Stewart R. Constable of West Chester, Chester County, two-year term; Henry L. Frecon of Boyertown, Berks County, three-year term; Terry Gillan of St. Thomas, Franklin County, two-year term; Glen W. Krum of Catawissa, Columbia County, one-year term; John F. Peters of Gardners, Adams County, two-year term; and Melvin Worley of York Springs, Adams County, one-year term.

Under the new state program, all peach and nectarine producers

who have 500 or more peach and/or nectarine trees must pay \$3.00 per acre by Oct. 1 or each fiscal year. Producers are responsible for paying the proper assessment upon his peach and/or nectarine acreage. The money is earmarked solely for production and marketing research, Hallowell said.

The Peach and Nectarine Research Program is operated under the auspices of the Agricultural Commodities Marketing Act of 1968, as amended.

## Scheps decision lauded

CAMP HILL — Keith W. Eckel, president of the Pennsylvania Farmers' Association (PFA), called news of the court-ordered bankruptcy liquidation of Scheps Cheese in northeastern Pennsylvania, a "positive development" for northern tier dairymen.

Eckel, a Lackawanna County vegetable grower and dairyman, said, "The way is now cleared for sale and reopening of the cheese plant under new, responsible ownership."

PFA is a voluntary, general farm organization representing

over 22,800 farm families throughout Pennsylvania, including about 12,000 dairymen.

The New Jersey-based operators of the Wyoming County cheese plant filed for Chapter II bankruptcy reorganization in July, 1983, owing about \$6 million to over 300 dairymen in Pennsylvania and New York and another \$14 million to lenders. A federal bankruptcy court in Newark, N.J., ended Scheps' reorganization attempts earlier this week and order the operation liquidated.

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