

Delaware promotes produce

NEWARK, Del. — Delaware farmers and others involved in promoting the state's produce and nursery industries stepped up their marketing efforts this fall by participating in the trade fair which accompanied the three-day annual meeting of the national Produce Marketing Association in Washington, D.C.

This is the first time Delaware has had a booth at the trade fair and, according to University of Delaware extension vegetable specialist Ed Kee, the effort was a great success. Only two other northeastern states (New York and Maine) were represented.

Trade show exhibits had exposure to 3,500 people representing all aspects of the produce industry—growers, retailers, wholesalers, brokers, importers and exporters, plus representatives of the food service industry—making this an excellent opportunity to promote Delaware-grown fruits, vegetables and nursery crops. Kee says the booth was in a prime location and attracted many potential buyers.

The booth was sponsored by the Delaware Department of Agriculture, Delaware Cooperative Extension Service, local growers associations plus a number of individual farmers and agribusiness representatives.

"Since this year's PMA meeting

was held right in our own backyard, we thought it would be a good idea to participate in the trade show," Kee says.

Kee and Bill Sammons, marketing specialist for the Delaware Department of Agriculture, took turns masquerading as "Walter Melon"—complete with official name tag—in a costume provided by the Mar-Del Watermelon Association. Miss Delaware (Nancy Ball of Lewes) distributed stickers and promotional literature. Secretary of agriculture Don Lynch was also on hand to help out, and several Delaware growers and agribusiness reps took turns manning the booth.

Five grower groups contributed money to the promotional effort: Delaware Direct Marketing Association, Mar-Del Watermelon Association, Delaware Vegetable Growers Association, Delaware Nurserymen's Association, and Delaware Apple Commission. In addition, the following farmers and agribusiness representatives provided funds: Joseph Jackewicz Farms, Papen Farms, Laurel Auction Market, Delaware Produce Growers, Inc., Jim Willis, Inc., W.T. Derrickson, W.W. Produce, and Thomas Moore, Inc.

Kee says the program which accompanied the trade show in-



"Walter Melon" and Miss Delaware stand by to greet visitors to Delaware booth at recent meeting of the National Produce Marketing Association in Washington, D.C. Booth was sponsored by Delaware Department of Agriculture, Cooperative Extension Service, grower associations and individual farmers.

cluded several timely seminars on produce marketing and factors

which affect the industry. About 25 Delaware growers traveled to

Washington by bus one day to visit the trade show and conference.

Browncroft Holsteins highest in Bradford County

BY JANE BRESEE
Staff Correspondent

WYSOX - The Bradford County DHIA closed its 71st year with two separate meetings on Nov. 14, and 15, at the Wysox Fire Hall and at the Troy Vets Club.

William and Janet Brown, Rome, finished at the top of the list again as their 30.9 Browncroft Holsteins averaged 22,465 pounds of milk, with 837 pounds of fat and 727 pounds of protein.

Carl McClelland of Columbia Cross Roads, received an honorary plaque for having the lowest somatic cell count of 101,000.

Jasper Smith, executive secretary and treasurer of the county organization, was honored for 40 years of service with a gift certificate for a lounge chair. Pleased with the recognition,

Smith recalled that when he first started as a tester he received \$2 from the smallest herd and \$8 from the largest. Those were the days when a haircut cost 35 cents and an eye exam was \$2.

Smith serves as treasurer for numerous community organizations and is also a full-time Methodist minister.

Steward Rosengrant, a supervisor of Wysox, was also honored for 35 years of service with the gift of a coat.

Honorary Dairyman Award was given to Orville Yoder, recently retired Cooperative Extension agent, who worked as advisor to the DHIA for 23 years.

Program speaker for the Western DHIA banquet was Dieter Krieg, editor of "Farmshine." Ms. Carmel Sirianni, State

Representative, spoke at the Eastern meeting. She was the sponsor of the bill to supplement the Milk Security Fund to benefit dairymen affected by the Shepp's bankruptcy.

Bradford County DHIA closed

the year with 303 herds on test, plus 47 Owner/Sampler herds which are not included in the report. The average number of cows was 17,433 with an average production of 14,956 pounds of milk and 564 pounds of butterfat.

Officers of the Bradford County DHIA are: president, John Wilcox; vice-president, Annette Schucker; executive secretary-treasurer, Jasper Smith; and Robert Thompson, board secretary. Brent Skinner of Troy, is manager.





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