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Pa. Dairy Board adds promotion activities

BY WENDY WEHR

HARRISBURG — From Burma Shave to Tastykakes, beauty queens to milk truck decals — the Pa. Dairy Promotion Program is pursuing every avenue imaginable to increase the consumption of milk across the state. These and other promotional ploys were approved at the sparsely attended meeting of the Pa. Dairy Promotion, Advisory Board Thursday in Harrisburg.

The meeting got off to a slow start with only six members in attendance. In order to convene a quorum and conduct business it was finally decided to put through a conference call to at least three additional members. Motions were drafted in advance and voting took place via long distance.

While the snow and rain apparently kept the majority of members away, those who showed up in Harrisburg arrived from many parts of the state. Board members who participated in person were: Donald Duncan, Ernest Miller, Carol Sanders, Elder Vogel, Byron Sollenberger, and Richard Shellenberger.

Action of the board included designating \$30,000 for printing milk truck decals, \$10,000 for plastic beverage glasses bearing the Pa. promotion program logo, and about \$5,000 for a series of milk promotion signs fashioned after the old Burma Shave advertisements that appeared along the nation's highways.

The promotion board's income to date is more than \$800,000.

Interest by the milk haulers and promotional value prompted the milk truck decal action. Both the "Make It Milk" and the Pa. dairy promotion logo will be printed and made available for milk tank trucks. The \$30,000 will cover the cost for 200 trucks and milk

haulers will be expected to pick up one third of the cost.

The board members also approved a joint advertising venture with the makers of Tastykakes. The Pa. Dairy Promotion Board will sponsor side panel advertisements on milk cartons, while Tastykake will sponsor point-of-sale advertising and redeem coupons on a special promotion that pairs up milk and Tastykakes.

The promotion will combine milk and Tastykakes, two all-natural, complementary products that have the same target consumer. During the campaign the consumer will be required to purchase three cartons of milk and one Tastykake family pack, and cut out and send in proofs of purchase from the items to receive a coupon for half-off on his next purchase of Tastykakes.

In other action, the board affirmed HBM/Creamer's recommendation to use Gina Major, the reigning Miss Pennsylvania, in a series of television and print advertisements. The focus of the Major campaign will be the good taste of milk, the "real" beverage.

During the meeting, Stan Muschweck, Creamer's account representative, presented an update on the preliminary findings from the \$56,000 marketing analysis that was approved by the board last month. From initial interviews with several focus groups who had different attitudes about milk, varied questions arose, explained Muschweck.

Concerns about nutrition were expressed in the interviews, but also such factors as resentment over having to drink milk as a youngster and the social acceptability of drinking milk in

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Awards are presented to DHIA producers and supervisors alike on Tuesday and Wednesday at the Annual Red Rose DHIA meetings. Here Lancaster DHIA members with high milk herds display their awards. From left, Kenneth and Thelma Garber, Guernsey; John and Susan Howard; Holstein; and Kerry Boyd, Brown Swiss.

Highs and lows for dairy industry

Lancaster DHIA holds meeting

BY WENDY WEHR
and
SALLY BAIR

LANCASTER — While Red Rose DHIA completed another successful year, with many awards for superior supervisors and outstanding herd averages, the larger economic picture does not look so bright for area dairymen.

At the Red Rose Annual DHIA Meeting, held Dec. 4 and 5, dairy extension agent Glenn Shirk reminded the dairy families that they'll need to "work smarter, not harder" in 1985.

Although area production changed very little from 1983 to 1984, pointed out Shirk, return over feed costs dropped a dramatic \$200

per cow. For a 60-cow herd, this amounts to a nearly \$12,000 cut in income per year.

"You can be appreciative and thankful that you are in a family business," said Shirk, "but today you must be a united family of dairymen who work together in a united way toward common goals."

He also reminded the DHIA members of the value of using their records. He particularly noted the deficiencies that were showing up for genetic improvement.

Of all the Lancaster County cows on test with sires identified, reported Shirk, the average predicted difference for milk was zero. And nearly 35 percent of the cows on test were not even identified by sire

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About \$8,000 raised

2 calves help launch

Remsburg Memorial Fund

LANCASTER — Kids and calves were as much a part of the life of A Doty Remsburg, of Jefferson, Md., as were dispersals and pedigrees.

And quite possibly they personally may have been a larger part.

As he traveled widely in the cow selling business throughout a six-state area, he spent as much time and effort on promoting and supporting farm youth activities as he did at sales and getting ready for them

On Thursday at the Guernsey Pavilion in Lancaster, two calves and a lot of friends and admirers of Doty and his youth work helped kick off a Memorial Fund that will help a lot of farm youth in coming years, particularly those who take part in dairy cattle judging.

John B. Merryman, in explaining the purpose of the Memorial Fund, cited Doty as a great one to help young people

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PRV meeting set Friday

LANCASTER — A public meeting to review optional recommendations for a pseudorabies eradication and control program will be held at 1 p.m. Friday in the basement of the Lancaster Farm and Home Center.

Recommendations for a PRV program drawn up by a swine industry committee will be reviewed at the session. Additional suggestions concerning eradication and control will also be received from interested persons and groups at the session.

Following the public session, the draft of a PRV program will be submitted to the Pa. Livestock Association Animal Health Advisory Committee for further review. Eventually, it will be submitted to the Bureau of Animal Industry of the Pa. Department of Agriculture.

Participating in the Friday session will be Dr. George Beran, of the Iowa State Veterinary School, who is involved in the PRV pilot project in that state. His expenses to attend are being paid by the National Pork Producers Council.

Optional recommendations to be reviewed Friday will include those of the industry committee which was formed as part of the compromise with the state in which a moratorium was placed on forced depopulation until May 1. This committee includes pork producers, representatives of packers, markets and Extension, as well as veterinarians.

Anyone with interest in the PRV program is invited to the Friday session.



Denny and Helen Remsburg hold two calves that were sold and resold numerous times on Thursday to raise money for the A. Doty Remsburg Memorial Fund, which will be used for the benefit of farm youth.

Farm Show Issue

HARRISBURG — Don't look now but the Pa. Farm Show is creeping up fast.

In a little over a month, the Farm Show Complex will be a beehive of activity as a record number of commercial exhibitors and livestock exhibitors rub elbows with the thousands of daily visitors.

Lancaster Farming's Annual Farm Show Issue will be published Saturday, Jan. 12. Activities get underway the next day and continue until Friday, Jan. 18.

Advertising deadline for the Farm Show Issue is Friday, Dec. 28. News deadline is Monday, Jan. 7.

Contact LANCASTER FARMING, P.O. Box 366, Lititz, Pa. 17543 or call (717) 626-1164 or (717) 394-3047.