

Dairy Promotion

(Continued from Page A1)

restaurants and at parties came to light.

In the initial focus groups it was also found that most people have a serious lack of knowledge about what whole, low-fat, and skim milk are.

The board also viewed several videotapes of television advertisements that Creamer is developing. Commented Muschweck, "Many people would drink milk if it comes to mind, but they don't think of it. Our objective is to get people thinking of it."

The focus of the advertising, said Muschweck, is that "Milk is a real beverage." He claimed that the Pa. campaign is like no other in the country because it leaves aside all the claims about nutrition and health, and simply promotes milk as a tasty beverage.

The attributes of an adult beverage, he outlined, are good taste, satisfying, and thirst quenching. Portraying Gina Major, current Miss Pennsylvania, as a young career woman who chooses "good taste" will tie in with this theme, he explained.

(Continued from Page A1)

"The Remsburg family will handle the fund," he said, "and any ag youth in the area where Doty worked might benefit from it."

"And we're here to try to raise a lot of money for a good cause."

As a three-month-old donated Holstein calf was led into the ring

Along local promotion lines, the board also took action on two more county promotion funding applications. Because not all of the monies allocated for local promotion programs have been used, the board decided that any groups who were not previously funded could still submit funding applications for review by the board.

The final board action was to select two members of the advisory board to attend a National Dairy Promotion and Advisory Board meeting in Dallas in two weeks. The national promotion board is requesting input from the local programs so that promotion on all levels can be coordinated.

Remsburg Memorial Fund

to be sold and resold many times for the fund, son Denny Remsburg commented:

"If Dad was here, he'd say 'let's get going and sell some cows.'"

The three-month-old Holstein calf was donated by Anchor and Hope Farm Inc., of Port Deposit, Md., which was holding a dispersal sale at the Pavilion.

In the first go-around of multiple sales, turn backs and resales, the Holstein calf went across the auction block 10 times and raised

some \$3,675.

A bit later in the sale, the Guersey calf donated by William R. Powell and Gene Bendig families of Union Bridge, Md., had her turn.

In some eight sales and resales, she added \$1,225 to the fund.

In addition to the sale of the calves, contributions are also being accepted to the fund and may be sent to John L. Morris, treasurer, 5804 Jefferson Blvd., Frederick, Md. 21701.



Farmers kept in business

WASHINGTON, D.C. — Lending programs administered by the U.S. Department of Agriculture have prevented thousands of farmers from going out of business, a USDA official said today.

"According to

preliminary figures from a new farm and housing activity report, in fiscal 1984 USDA's Farmers Home Administration made special arrangements with over 33,000 farmers who could not make the required payments on

their FmHA loans," said FmHA administrator Charles W. Shuman.

"FmHA county supervisors in nearly 2,000 local offices rescheduled, consolidated or reamortized loans for over 30,200 farm borrowers," Shuman said. "They also deferred part of the loan payments due from more than 2,800 farmers.

"Without these special actions," he said, "these farmers would not have been able to continue farming."

Shuman said USDA also subordinated its lien position on security for over 31,000 FmHA farm loans, for farmers who had borrowed up to the FmHA limit. Those subordinations made collateral available to farmers for their use in obtaining additional credit from private sector lenders.

"Again, most of these farmers would not have been able to stay in business without this special assistance," he said.

"Even in these difficult times for agriculture, over 70 percent of FmHA borrowers are making their payments on schedule. One way or another," Shuman said, "we stayed with nearly 98 percent of all of our borrowers during the year. As a lender of last resort, the case could be made that the agency has kept its present 273,000 FmHA borrowers from going out of business."

Shuman said President Reagan's new Farm Credit Initiatives will give the agency even more authority to assist farmers in fiscal 1985. "We expect that through the additional debt set aside and private sector farm loan guarantee provisions, we will be able to help even more farmers stay in business this fiscal year than we did the last."

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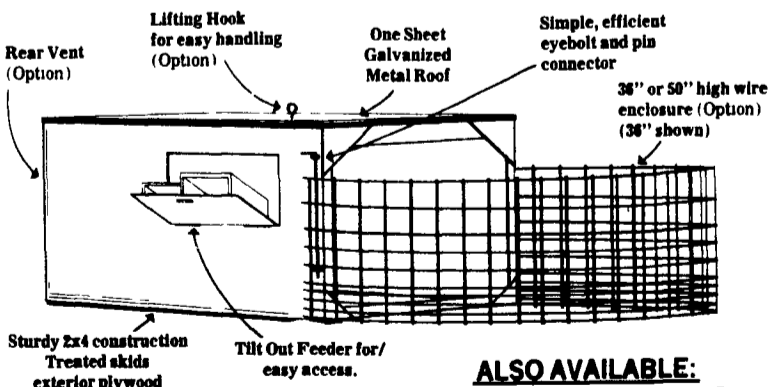
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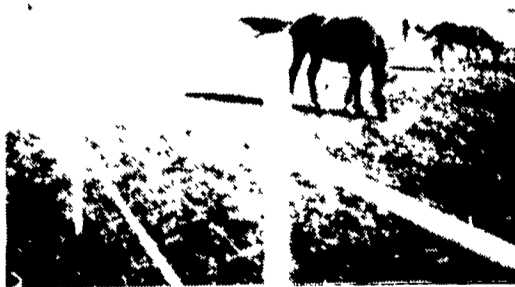
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