

Milk truck decal promotion program receives pledge

HARRISBURG — The Pennsylvania Dairymen's Association has pledged \$1000 to the Pennsylvania Dairy Promotion Program milk truck decal program.

Dairymen's Association President David Roth said the organization fully supports the concept of moving billboards and will contribute \$1000 to the innovative promotion which kicks off in 1985.

"We appreciate this pledge from the Pennsylvania Dairymen's Association. It is symbolic of the joint promotional efforts we have encouraged throughout the state for agriculture," said state Agriculture Secretary and Promotion Program Advisory Chairman Penrose Hallowell.

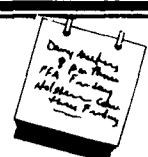
In its effort to take the "Make It Milk" message to as many Pennsylvanians as possible, the Dairy Promotion Advisory Board has approved a joint promotion with Pennsylvania milk haulers. Under this program, the Advisory Board subsidizes the cost of milk truck decals, either "Make It Milk" or "You're in Pennsylvania Dairy Country." Participating haulers agree to install the decals and pay a portion of their cost.

"These moving billboards will carry the milk message from rural communities to our largest metropolitan areas," Hallowell said. "We are pleased to be working with hauling firms and state associations to develop a truly cooperative dairy promotion

effort statewide," Hallowell said. Roth said that the Pennsylvania Dairymen's Association raises money by selling milk shakes at the annual Farm Show and by marketing the milk from animals housed at the Farm Show Complex during dairy shows.

The Pennsylvania Dairy Promotion Program was created under provisions of the National Dairy Promotion Program. Federal legislation passed in 1983 established a mandatory deduction of 15 cents per hundredweight on all milk produced in the continental United States. Funds are used to promote milk and dairy products, with qualifying programs like Pennsylvania's receiving 10 cents of the federal deduction for use in local and regional promotion efforts.

Farm Calendar



Sunday, Jan. 6
 Pennsylvania Flying Farmers meeting, home of David and Naomi Kruger, Rt. 4, Lebanon, 1 p.m. If flying, land at Millards of Royer and call 867-2384.

Tuesday, Jan. 8
 Alfalfa Growers meeting, Clayton Fire Hall, Newark, Del., 9:30 a.m. to 1 p.m.

Dairy Reproduction Workshop, Honeybrook, 10 a.m. to 3 p.m.

Dairy Management Meeting, "Causes of Milkfat Test Variations and Depression," Blue Ball, 7:30 p.m.

1985 Farm Income Tax Area Meeting, Holiday Inn, Rt. 6, Meadville, sponsored by Penn State Extension Service.

Forage Day, sponsored by Lycoming Co. Extension Service, Lycova Grange, 1-3 p.m. Topics: fertilizing and forage management.

Wednesday, Jan. 9
 1985 Farm Income Tax Area Meeting, Holiday Inn, Rt. 8, Butler, sponsored by Penn State Extension Service.

Thursday, Jan. 10
 Lancaster Co. Tobacco Show, Farm & Home Center, 9:30 a.m. to 4 p.m.

Chesapeake Chapter, Nat'l. Agri-Marketing Assn., monthly meeting at Haussner's, 3236 Eastern Ave., Baltimore, Md. Social hour 6 p.m., dinner 7 p.m., board meeting, 5:30 p.m.

1985 Farm Income Tax Area Meeting, Rustic Lodge, Rt. 286,

Indiana sponsored by Penn State Extension Service.

Friday, Jan. 11
 Pa. Egg Marketing Assn., monthly meeting & election of officers, Sheraton Conestoga Motor Inn, Lancaster, social hour 6 p.m. dinner, 7 p.m., meeting 8 p.m.

1985 Farm Income Tax Area Meeting, Holiday Inn, Rt. 219, Dubois sponsored by Penn State Extension Service.

Farm Financial Management Workshop (Day 2), Cumberland Co. Extension Service, 1100 Claremont Road, Carlisle, 9:45 a.m. to 2:45 p.m.

Saturday, Jan. 12
 New Jersey Holstein Assn. annual Meeting, Watchung View Inn, Rt. 206 north of Somerville, business meeting at 2 p.m., dinner-dance following.

Farm Show history

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cattle and horses during Farm Show Week.

The Farm Show gained worldwide attention when National Geographic Magazine sent a writer and three photographers to the 1954 show. Their experiences and color pictures are recorded in the September 1954 issue. Last year the American Bus Association included the Farm Show in their Top 100 Events in North America.

Farm Show weather has made as much of an impression as the exhibits and farm animals. Ten or more inches of snow were recorded during the 1918, 1936 and 1964 shows. The Farm Show Building as been inundated by water twice during its history, once in 1936 and again in 1974 in the wake of Tropical Storm Agnes.

Many improvements have been made to the Farm Show Complex as it grows to meet the needs of

Pennsylvania's agricultural community. The complex presently has 544,000 square feet of exhibit space (between 13 and 14 acres) and has earned the title of being the largest free indoor agricultural exposition under one roof in the world. Over 60 acres of parking, mostly paved, accommodate Farm Show visitors.

The Farm Show is beyond measure for its dollar value to Pennsylvania agriculture. As an educational institution, it establishes new standards and stimulates sound thinking for developing and advancing agriculture, which in turn enriches the entire population. The Farm Show may well be termed a living monument to our past, present and future. It is a result of a cooperative effort by individuals, agencies and organizations—The Pride of Pennsylvania—to further enhance the cause of our rural heritage.

Egg Marketing Assn.

to elect officers Jan. 11

The Pennsylvania Egg Marketing Association will elect officers at a dinner meeting Friday, Jan. 11 at the Sheraton Conestoga Motor Inn, Lancaster. The meeting is scheduled for 8 p.m., preceded by a social hour at 6 p.m. and dinner at 7 p.m.

Members of the group involved in other poultry-related organizations will brief the group

on plans for 1985. Reports will be given by Andy Hansen, from U.S. Egg Marketers; John Hoffman, Poultry Federation; Bob Park, American Egg Board; John Snader, Northeast Egg Marketing; Paul Fischer, Egg Clearinghouse; Vicky Wass-Steinhauer, Department of Agriculture; and Paul Sauder, Pennsylvania Egg Marketing.

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