

Md. lists 10 high-priority areas in Bay cleanup

BY JOHN STOKES SCHMIDT
Staff Correspondent

ANNAPOLIS, Md. — There is a growing concern among farmers and non-farmers alike about the deteriorating condition of the Chesapeake Bay and associated waters. Everyone is in agreement that the Bay's condition is worsening at an alarming rate.

Farmers realize their attention to the problems of the Bay is most important. Many water sources begin far inland and go through prime farmland before feeding the Chesapeake. Recognizing this, the Maryland Critical Areas Com-

mission was formed to include a major emphasis on agriculture as well as industry, and residential areas, and to begin the long term project of reversing the current harmful trends. Naturally, many people involved with agriculture know that part of the Bay's future rests with them and their soil conservation practices.

It is difficult to determine the best ways to handle the phosphorus, nitrogen and sediment contents entering the Bay from agricultural origins. Phosphorus must attach to sediment to create a reaction, while nitrogen requires a

loam or sandy type soil to trap through ground water which is more difficult.

Farmers are very concerned about the amount of land to be taken out of production to save the bay. At a recent meeting of concerned agricultural groups the main topic of discussion was "buffer zones for critical areas." At this meeting, held at the Maryland Department of Agriculture (MDA) in Annapolis, representatives from Farm Bureau, MDA, Soil Conservation Service, The University of Maryland, Agricultural Stabilization and Conservation Service, State Soil Conservation Committee, and other soil conservation groups determined recommendations to the commission. Final results included a recommendation for a flexible buffer zone, such as a 200-foot non-use area with 800 feet remaining available for agriculture.

Lynne C. Hoot, executive

secretary of MDA, stated the ten priority areas in order of importance as follows:

- 1 Double Pipe Creek, Carroll County, Maryland
- 2 Upper Potomac
- 3 Upper Monacey
- 4 Deer Creek
- 5 Nassawango Creek
- 6 Catoctin
- 7 Upper Choptank
- 8 Lower Wicomico
- 9 Upper Pocomo
- 10 Upper Wicomico

The major goals to be presented to Judge Solomon Liss, chairman of Maryland's Critical Areas Commission, are as follows:

- 1 The institution of proper soil conservation practices in the 10 priority watershed areas
- 2 The institution of proper soil conservation practices on every farm within 10 years. To assist in this effort, the MDA will acquire 42 new positions as of July 1, 1985 for this agriculture initiative.

Among these, two conservation

technicians and one planner will be assigned to each priority area.

Flexibility is the key for enforcement purposes. Pending legislation in final form should focus on many guidelines for regulation and enforcement. In a given situation, failure to cooperate with any final regulations will result in a combined effort of the Health Department and the Department of Agriculture to handle refusals.

Other major concerns of farmers will be taken into account. Agricultural land values, equity and financing will be considered for those land owners who lose land in a critical area. In all areas the percentage of land in agriculture and the slope of the land will also be major factors.

For more information contact either Anne Sieling, executive secretary of the Maryland Soil Committee or Rosemary Rosewell of the Soil Conservation Administration.

Milk ads tout health theme

SYRACUSE — Exercise and proper nutrition have become a major part of the American lifestyle. Dairy farmers locally and nationally will remind consumers to make milk a part of this healthy lifestyle through phase two of their "Milk's Got More" advertising campaign.

In the new campaign, the "Milk's Got More" theme is used in conjunction with a new song which calls milk "America's favorite health kick." Three thirty second ads have been developed for the campaign and are targeted at the 18 - 35 year old age group. Throughout the ads, people are shown in a variety of action situations such as jogging, bicycling, lifting weights and dancing. The background music urges Americans to "get on a health kick/Milk's Got More."

The American Dairy Association and Dairy Council, representing farmers from New York, New Jersey and Pennsylvania, will invest \$4.5 million into local television advertising for the campaign during 1985. The majority of these ads will be purchased during prime time television programs.

The "Milk's Got More" campaign will be used by the majority of milk promotion agencies around the country as well as by the National Dairy Board. This cooperation in advertising themes brings the greatest return on dairy farmer investments by bringing consumers one unified message.

The American Dairy Association

and Dairy Council is the local promotion agency for the 20,000 dairy producers from the Federal Order 2 areas of New York, New Jersey and Pennsylvania. It has offices in Syracuse, New York and Williamsport, Pennsylvania.

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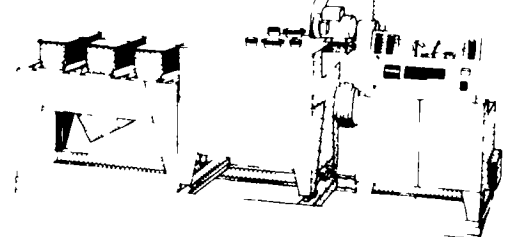
John Kettering with his steer purchased by Hamilton Bank at the Southeast District 4-H Baby Beef Show in November 1984, and donated to the Red Rose 4-H Baby Beef and Sheep Club Banquet conducted on February 7 at the Farm and Home Center. With John is Darwin E. Boyd, Vice President and Director of the Hamilton Bank Agri-Finance Department. John is the son of Mr. and Mrs. James Kettering, R. D. #7, Box 80, Manheim, Lancaster County.



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