F.O. 4 dairy producers asked to renew promotion requests

HARRISBURG – The Penn- Program must be received by the sylvania Dairy Promotion market administrator between Program Advisory Board is attempting to contact Middle Atlantic Milk Marketing Area (Federal Order 4) dairy farmers who contribute to the program, to notify them of the need to renew their requests for funding to the statewide promotional effort.

"The Advisory Board is urging Federal Order 4 producers who wish to continue their support for the Pennsylvania Dairy Promotion Program to again notify the order market administrator and renew their support for this program," said Secretary of Agriculture Penrose Hallowell. "Under Federal Order 4 regulations, requests for these refunds to the

March 1 and March 15," he added.

Although the producers originally indicated their requests were made "until further notice," the market administrator for Federal Order 4 has announced that since January 1, 1985, none of these funds will be forwarded to the Pennsylvania Dairy Promotion Program.

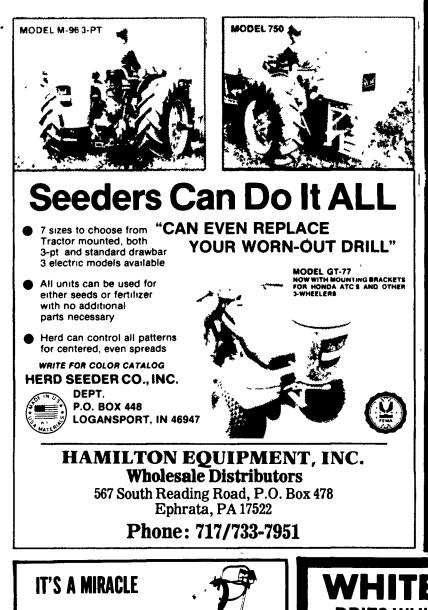
Hallowell said the action by the market administrators has cost the Pennsylvania Dairy Promotion Program at least \$100,000 for the three-month period through March 31 by not alerting these dairymen of the need to file a re-quest.

"The program has been receiving about \$35,000 monthly Pennsylvania Dairy Promotion from producers who ship to plants

Sign-up extended

WASHINGTON - Secretary of Agriculture John R. Block has said the sign-up deadline for the 1985 acreage reduction programs has been extended from March 1 to April 1.

Block said it is his hope that this extension will provide producers with additional time to plan their farm credit needs for the 1985 planting season.



regulated by Federal Order 4," said Hallowell. "These producers must now renew their request to have ten cents of their 15-cent federal assessment be designated for the Pennsylvania Dairy Program

"Although I feel the market administrators have not acted in response to the obvious desires of affected producers, they are in accordance with their regulations," Hallowell said.

We cannot directly contact these producers because the

market administrators refuse to identify dairy farmers con-tributing to our own program," he said. "We have asked farm organizations and Federal Order 4 regulated dealers to make their produces aware of this ruling and the need to re-request their funding again be redirected to the state program. "The Pennsylvania Dairy

Promotion Progrm was aimed at dairy promotion in non-federally regulated areas of the commonwealth. However, the added

contributions of producers from federally regulated plants have helped us bolster the 'Make It Milk' message in these production areas," Hallowell said. "Maintaining an effective milk promotion program has been a major effort. The Advisory Board is committed to a successful dairy promotion program."

Requests should be mailed to Mr. Joseph D. Shine, Federal Order 4 Market Administrator, P.O. Box 710, Alexandria, VA 22313.

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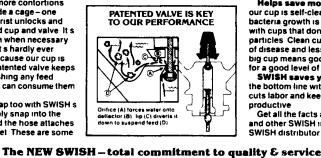
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