

## ADA/DC promotes cheese in central Pennsylvania

WILLIAMSPORT — "Enjoy The Great Cheeses of America," is the theme of a spring cheese promotion being sponsored locally

by the American Dairy Association and Dairy Council (ADA/DC). ADA/DC will place the promotion in over 170 supermarkets

throughout Pennsylvania.

The promotion makes use of point-of-purchase materials which are placed in supermarket dairy

cases. The materials consist of red, white, and blue mobiles, danglers, and banners which draw shopper's attention to the cheese section of the dairy case. They encourage shoppers to purchase domestic cheeses such as cheddar, mozzarella, colby, monterey jack, Swiss, blue, muenster and American.

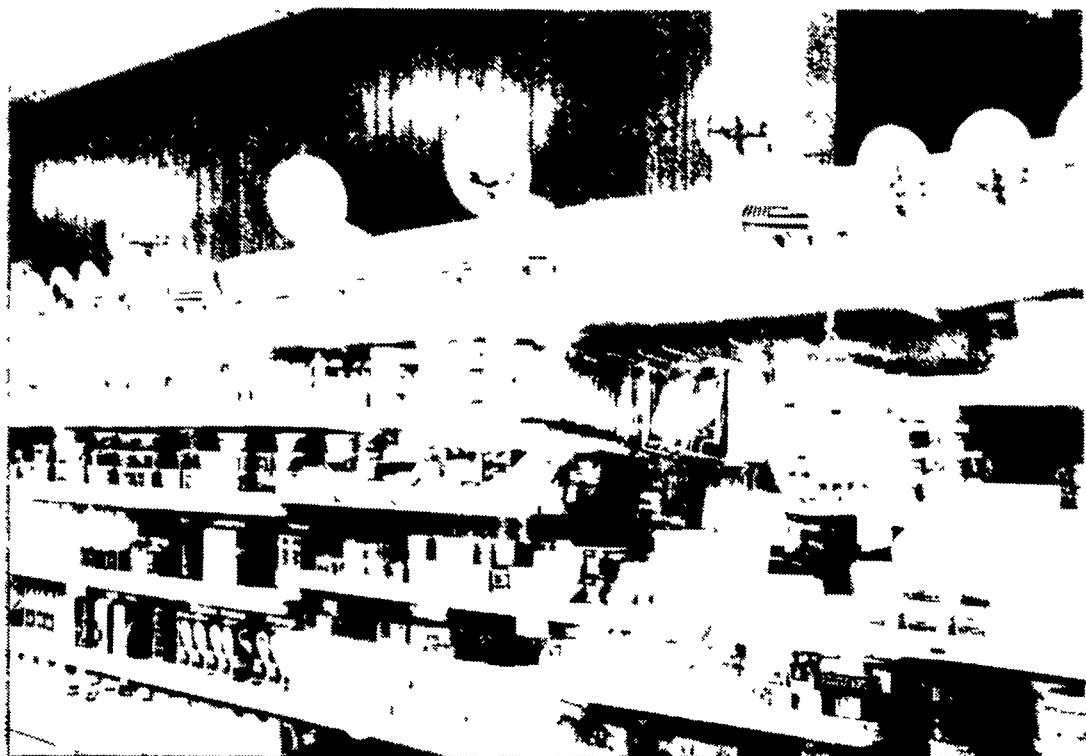
The supermarket promotion is being supported by \$4.1 million in national television advertising. The ads tell consumers to look for the "Great Cheeses of America" promotion at their grocer's dairy case.

Included with the promotion is a consumer sweepstakes, with a grand prize of Lifetime Travel on American Airlines; first prize is a Magnavox Home Entertainment Center. The sweepstakes is also

being promoted through national newspaper inserts.

Participating stores in Pennsylvania include ACME, Laneco, Giant-Shur Save, IGA Food Mart, and several other independent grocery stores. This is one of four annual supermarket promotions being sponsored locally of ADA/DC dairy farmers. It will run through the end of April.

ADA/DC is a dairy producer funded and directed milk promotion agency serving the Federal Order 2 area of Pennsylvania, New York and New Jersey. Dairy farmers interested in learning more about their dairy promotion program are encouraged to call ADA/DC's Williamsport office at (717) 323-2552 or call tollfree 1-800-HOT-MILK.



Point-of-purchase materials have been placed in dairy cases throughout Pennsylvania.

## Foreign-held U.S. farmland rises to 14 million acres

WASHINGTON — U.S. agricultural land owned by foreign interests rose from 13.7 million acres to 14 million acres as of October 8, 1984, according to J. Peter DeBraal, a research at-

torney with the U.S. Department of Agriculture's Economic Research Service.

The 14 million acres represent slightly more than 1 percent of U.S. agricultural land.

Forest land accounts for 57 percent of all foreign-owned acreage; cropland, 14 percent; pasture and other agriculture, 24 percent; and nonagricultural and unreported uses, 5 percent.

Corporations own 83 percent of the foreign-held acreage; partnerships, 9 percent; and individuals, 7 percent. The remaining 1 percent is held by estates, trusts, associations, institutions, and others.

U.S. corporations with 5 percent or more foreign ownership reported owning 62 percent of all the foreign-trade acreage. The remaining 38 percent is held by foreign persons not affiliated with a U.S. corporation.

Some land is held only in part by foreign investors. These partial interests reduce the 14 million acres of foreign holdings of U.S. agricultural land to an equivalent of 12.6 million acres.

Foreign persons from Canada, the United Kingdom, Hong Kong, West Germany, and the Netherlands Antilles own 73 percent of the foreign-held acreage.

The largest foreign-owned acreage, mostly timber land, was in Maine, accounting for 15.5 percent of the state's privately owned agricultural land. Foreign holdings in Maine represent about one-fifth of all reported foreign-owned land nationwide. Three large timber companies own 95 percent of the foreign-held acres in Maine. One company has only partial interests in 32 percent of the acres and the other two companies are U.S. companies which are partially foreign owned.

Except for Maine, foreign holdings are concentrated in the South and West—36 percent in the South and 27 percent in the West. Rhode Island is the only state with no reported foreign-owned agricultural land.

These findings are based on an analysis of reports submitted to USDA under the Agricultural Foreign Investment Disclosure Act of 1978. The reports indicate foreign owners planned to keep 92 percent of their acreage in agricultural production. They also reported no change in tenancy or rental arrangements on 41 percent of the acres, some change on 31 percent of the acres, and "no response" for the remaining 28 percent.

Foreign holdings in Pennsylvania total 176,656 acres; in Maryland, 47,313; in New York, 381,264; in New Jersey, 26,419; and, in Delaware, 8,310.

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