

## Promotion program backed by 16 ag organizations

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HARRISBURG — In an unprecedented show of unity, 16 Pennsylvania commodity and general agricultural organizations are supporting continuation of the National Dairy Promotion Program.

The program is subject to a producer vote from August 1-20. Dairy farmers may obtain ballots from their local ASCS office.

The groups endorsed the marketing program for a variety of reasons, including preliminary research which indicated farmers were getting a positive return on

their 15-cent investment.

Additional results just released from Washington confirm that the nationwide generic advertising program has measurably increased fluid milk and cheese sales.

For example, an examination of 12 US market areas (with 43 percent of the population) indicates that a 12-month advertising program would yield a \$4.74 return on every \$1.00 invested in generic fluid milk advertising. Those figures are based on the December 1984 average Class I price of \$14.10 and increased fluid sales of

622.5 million pounds.

The dairy cooperatives supporting the promotion program include Cleona Milk Producers; Dairylea Cooperative; Dairymen, Inc.; Eastern Milk Producers; Farmers Union Milk Producers; Inter-State Milk Producers' Cooperative; Maryland and Virginia Milk Producers; Milk Marketing Inc.; and Port Allegheny Milk Producers.

Other state organizations in support include the Pa. Association of Farmer Cooperatives, the Pa. Farmers Association, the Pa. Farmers Union, the Pa. State Grange, the Pa. Association of Milk Dealers, the Pa. Dairymen's Association and Allied Milk Producers.

A "yes" vote for the referendum means continuation the 15-cent advertising program for all US dairy farmers. This program differs from some past proposals in that all dairy farmers participate and up to 10-cents may be earmarked for local promotions, such as federal order or statewide programs.

### Upjohn honors Chris Cochran

KALAMAZOO, MI — Chris Cochran has been honored by The Upjohn Company for outstanding achievement in sales for 1984. He is one of 19 individuals recently named to the company's Agricultural Division Sales Academy.

Cochran, a sales specialist for Upjohn/TUCO Animal Products, joined the company in 1980. His sales territory encompasses Delmarva and southeastern Pennsylvania. He holds a B.S.

degree in animal science from Cornell University, and is currently attending John Hopkins University.

Each of the winning individuals received a cash award during a recognition conference held at Brook Lodge, Upjohn's guest facility located near Kalamazoo. They were accompanied by their spouses to the four-day meeting.

A native of Harford County, Cochran and his wife Amy reside in Havre De Grace, MD.

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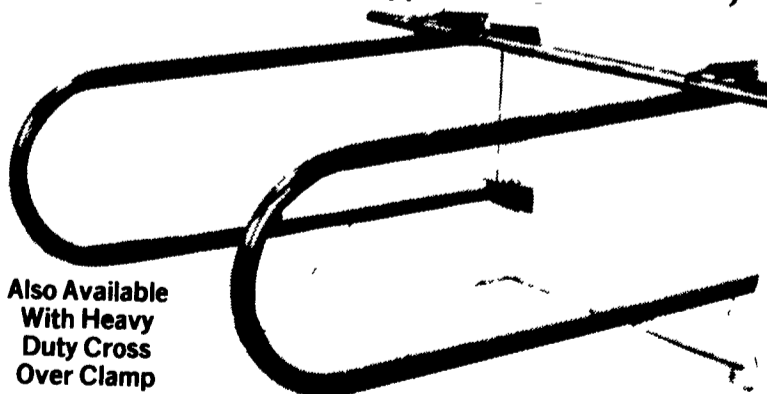
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NI 2 row, narrow row corn picker w/12 roll bed. 814-793-4293.

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