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Pa. Dairy Board sponsors Penn State football games

HARRISBURG — Penn State and Pennsylvania dairymen have more in common than being number one! The Nittany Lions are currently ranked number one in the nation by all the polls, and milk is the number one commodity of the number one industry in Pennsylvania, agriculture.

Now dairymen have become major sponsors on the Penn State football radio and television network as well, it was announced by Donald Duncan, the Robesonia dairyman who heads the Pennsylvania Dairy Promotion advisory board.

The agreement covers the 1986 football season, with "Make It Milk" spots to be aired on 45 radio and six television stations. The total audience could exceed 900,000 each weekend.

The Pennsylvania promotion program has budgeted \$2,070,000 for milk advertising, promotion, research and market development in the next 12 months. Over \$1,800,000 will be spent for television, radio and newspaper advertising.

During peak months in 1984 and 1985, Pennsylvania dairymen scheduled more than 300 television spots and 1,500 radio commercials to boost milk sales in Pennsylvania. "Dallas" and "The Bill Cosby Show" were among the prime time television programs

running local milk advertising. Others included "St. Elsewhere," "Hill Street Blues," "60 Minutes," "A-Team," "Cagney and Lacey," and "Cheers." A new quiz show on public television, "Pennsylvania Game," will be added in 1986.

The dairy program is financed entirely by dairymen at the rate of ten cents per hundredweight of milk, Duncan emphasized. The Berks County dairyman is one of 20 farmers who serve on the advisory board.

The 1986 milk promotion package includes such statewide activities as the dairy princess contest, dairy councils' nutritional work, recipe contests and a recipe media service. Grants for nutritional research and quality control studies have also been budgeted. Local milk promotions will be aided by \$70,000 in matching funds.

State dairymen pay five cents per hundredweight of milk into a national advertising, promotion and research program. Some 4,000 contribute another ten cents per hundred to the Pennsylvania Dairy Promotion Program.

All Pennsylvania dairy advertising is produced and placed for the dairy promotion board by HBM/Creamer of Pittsburgh.

Good news for dairymen, said Duncan, is the operating cost of the program. It runs less than two percent of the total budget.

U.S., India join in pest research

WASHINGTON — An international group of scientists has recommended improving the exchange of natural enemies of Heliothis — possibly the most destructive insect pest alive — the U.S. Department of Agriculture announced.

Heliothis — also known as the corn earworm, cotton bollworm, tomato fruitworm, and podworm — feeds on such cultivated crops as cotton, corn, sorghum, and high-protein crops like peas, beans, and peanuts. In caterpillar form, Heliothis causes massive destruction because it is highly mobile, voracious and directly attacks the fruit section of its host plant.

In the United States, the estimated annual cost of destroyed crops and insect control is over \$1 billion.

The recommendation for controlling Heliothis grew out of an international scientific workshop in New Delhi, India.

"The control of Heliothis is a world-wide problem. Two different species, Heliothis zea, which inhabits the Western Hemisphere, and Heliothis armigera, which is common to the Far East, are virtually identical," said E.G. King, who is director of the Southern Field Crop Insect Management Laboratory of USDA's Agricultural Research Service, and the chief USDA coordinator of the workshop. "Collaborative research efforts will be beneficial to all affected geographic areas," he said.

Improved Exchange of natural enemies of Heliothis will enhance scientific research efforts. The development of new natural enemies and the ability to mass

produce them through research has the potential to create new strains to foster Heliothis control.

"Biological control is a cornerstone to integrated pest management," said King. "It should be combined with other strategies including cultural, chemical, and genetic control, as well as host plant resistance." Long-term support for biological control studies is needed so that attempts to use natural enemies are based on sound ecological and biological data, he added.

Joan S. Wallace, administrator of USDA's Office of International Cooperation and Development, said the workshop helped scientists to collect, exchange, and disseminate information, and to document progress in the biological control of Heliothis. The forum and the scientific information gathered are a major step in promoting greater worldwide reporting of Heliothis research results.

The November workshop was one of a series of activities commemorating 25 years of agricultural cooperation between India and the United States. It was coordinated by USDA's Office of International Cooperation and Development, International Research Division, through its Far Eastern Regional Research Office, and was cosponsored by the Indian Council of Agriculture Research. Participants from 10 countries included government officials, private enterprise interests and the academic community.

Recommendations of the workshop will be published as part of the workshop proceedings, entitled "Biological Control of Heliothis: Increasing the Effectiveness of Natural Enemies," co-edited by King and Robert Jackson, director of OICD's Far Eastern Regional Research Office.

For more information or questions on the Heliothis workshop, contact Dr. Robert Hedlund, International Research Division, USDA's Office of International Cooperation and Development, Room 4200-AUD, 14th and Independence Avenue, S W, Washington, D C 20250, (202) 475-4750

