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# Lancaster Farming

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## INSIDE this week's Lancaster Farming



### Stray voltage solution?

Stray voltage is a concern for many dairy farmers. For an account of one dairyman's attempt to solve the problem, turn to page A22.



### Alfalfa Growers Awards

The Pennsylvania Forage and Grassland Council honored some of the state's top alfalfa growers on Jan. 24. See a wrap up of the Alfalfa Growers program on page C2.



### Fruits and vegetables meeting

The state's fruit and vegetable growers convened in Hershey this week. Coverage of the Pennsylvania Vegetable Conference and Trade Show can be found on pages A18 and A34.

## Lyng expected to continue market-oriented policies

BY JAMES H. EVERHART

PRESCOTT — President Reagan's new Secretary of Agriculture will continue the market-oriented policies of his predecessor, a top-level USDA official told a Lebanon County gathering Wednesday.

"He has an excellent understanding of the department and its programs," USDA's Raymond Lett said of Richard Lyng, the man Reagan has designated as the successor to retiring Secretary John Block.

Lett announced the appointment to the crowd of 500 at the Lebanon Valley National Bank Luncheon Seminar at virtually the same time Reagan was standing before the news media to introduce Lyng.

"Dick Lyng is totally committed to moving in the same direction that Jack Block took us," added

Lett. "I think you will be pleased to have a USDA secretary who is so knowledgeable and knows so much about the problems of agriculture."

Lyng, he noted, held high-level posts in USDA under former Secretaries Earl Butz and Clifford Hardin. That experience in government will serve him well as he advances the Administration's ag policy in official circles, said Lett.

"He'll fit right in with what is going on in Washington," added Lett.

In announcing the appointment, Reagan admitted, "We have a farm problem." But Lyng, he said, "will help get farming more into the market economy" with the help of the 1985 Farm Bill passed little more than a month ago.

"I have every confidence the

farmers are going to have a sound and solid friend in Secretary of Agriculture Dick Lyng," Reagan concluded.

Lyng, who is expected to receive Senate confirmation with little difficulty, said, "I am honored and pleased to be given the privilege of serving on the president's cabinet. I look forward to the challenges of being secretary of agriculture during these difficult times."

In addition to his earlier USDA posts, Lyng was Director of the California State Department of Agriculture while Reagan was governor of the state. He also counseled Reagan on agricultural issues during the 1980 election.

Congressional reaction to Lyng's nomination was generally favorable, with many legislators taking note of his ties to the

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## MAMMA unveils new ad campaign

BY JAMES H. EVERHART

TOWSON, MD — Why do many health-conscious consumers limit or even eliminate their consumption of milk?

The apparent answer, the result of the negative publicity of the 1970s, is that they're scared off by a gross misconception about the amount of fat in dairy products in general.

A study conducted by the Advertising and Promotion Agency of the Middle Atlantic Milk Marketing Area (MAMMA), in fact, showed that the average consumer overestimates milk's fat content by as much as ten times.

In the study, women estimated the fat content of milk at 36 percent, while men said 26 percent, despite the fact that most milk available for home use is about 3.5 percent fat.

MAMMA is launching an advertising campaign to puncture that myth and win back some of those fitness enthusiasts who have been frightened away by adverse, and inaccurate publicity.

MAMMA's hopes are riding on an exciting "less than 4%fat" campaign unveiled by its advertising agency, W.B. Doner and Co. of Baltimore, Tuesday at an advisory board meeting at Marriot's Hunt Valley Inn.

Doner's vice president-account supervisor, Ray Gaeng, noted that even though consumers continue to associate a great many healthy benefits with milk consumption — like nutritional value and calcium and protein content — they apparently are discouraged from milk consumption, as whole milk sales have continued their decline.

MAMMA has decided to meet this trend headon, with an ambitious attempt to burn in the true fat content of milk.

The campaign is not only designed to increase milk con-

sumption. It's also aimed at increasing the share of whole milk consumed — a reaction to the growth of lowfat milk sales at the expense of whole milk, Gaeng said.

According to independent statistics, lowfat milk sales, per capita, increased 74 percent in the ten years ending in 1984, while whole milk declined 30 percent.

The agency presented three

creative concepts, shown as television commercials but adaptable for radio and billboard, designed to convey the advertising message.

The spots include a sports sequence, using familiar sports personalities like Cal Ripken, Mike Schmidt and John Thompson, who have appeared in MAMMA

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## Dairy Marketing

### Avian flu claims 4th county

BY JACK HUBLEY  
HARRISBURG — A fourth county officially fell victim to the latest avian influenza outbreak this week with the confirmation of an infected flock in Northumberland County on Thursday.

According to state Department of Agriculture spokesman Bob Bunty, a flock of 18,000 broilers near Snyder town had been under quarantine for about a week before confirmation came through from the National Veterinary Services Laboratory in Ames, Iowa. Bunty said the flock would be depopulated as soon as possible.

The Schuylkill County flock suspected of harboring the H5N2 virus (as reported in last week's Lancaster Farming) also tested positive for the disease. Located near the town of Pitman, the 10,700-bird layer flock is slated for depopulation today.

Although most of the current outbreak has been attributed to the interstate movement of birds using unsanitized cages and equipment, officials are still unable to offer a plausible explanation for the single outbreak in Schuylkill County.

Also this week, a fourth Snyder County flock was confirmed. Located near Winfield, the flock contained 105,000 layers and 16,000 pullets. Depopulation began on Wednesday and was completed on Friday.

Thus far the presence of the H5N2 virus has been confirmed at four locations in Snyder County, and one location in Fulton, Schuylkill and Northumberland Counties.

In related developments, Tim Allwein of the Pennsylvania Poultry Federation reported that an avian influenza industry committee was formed on Monday, "to work closely with the state on the quick eradication of avian influenza."

Jim Skinner of Empire Kosher Poultry, Inc., is serving as chairman of the 21-member committee, comprised of poultry producers and companies operating in the Snyder County area. One of the committee's duties, according to Allwein, will be to provide the necessary manpower for depopulating infected flocks.