Richard Lyng to replace John Block as USDA head

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Reagan administration.

"My hope is that because of his past associations with the president, he will be able to be more effective politically than (Block) was," said Rep. Edward Madigan, senior Republican member of the House Agriculture Committee. "It's simply a question of Lyng being part of the old Reagan guard."

Rep. Kika de la Garza, a Democrat and chairman of the House Agriculture Committee, added that partisan differences will probably continue under Lyng.

"But we learned long ago on Capital Hill that whether we agree with Mr. Lyng on any particular issue or not, we can depend on him to deal with us on a basis of frankness, honesty and respect," de la Garza said.

Keith Eckel, president of the Pennsylvania Farmers' Association, also welcomed the choice of Lyng as new USDA secretary.

"President Reagan has picked a capable successor to Secretary Block," Eckel said in a prepared statement. "Richard Lyng is a friend of agriculture with a proven record of commitment and leadership in dealing with agricultural issues. He fully satisfies the criteria of our members that government farm leaders have first-hand knowlegde and understanding of agriculture and its problems."

Noting that Lyng appeared before a PFA meeting in April, Eckel noted, "Pennsylvania agriculture stands to gain by Lyng's appointment. He has visited our state several times in the past and is familiar with the conditions and concerns of Pennsylvania farmers."

Raymond Lett, Assistant USDA Secretary for Marketing and Inspection Services, talks to 500 farmers at the Lebanon Valley National Bank Luncheon Seminar about Richard Lyng, President Reagan's nominee as Secretary of Agriculture.

MAMMA's new "fat" ads

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commercials in the past.

The second is a "comedy" sequence, which will rely on old-time movie and cartoon favorites to deliver the message. And finally, there's a third concept, "soaps," in which one or two recognizable soap opera stars will be shown in soap opera settings.

The National Dairy Board will be watching the campaign closely to see whether it would work on a national scale. The Board is planning to spend $100,000 on research to monitor the effectiveness of the program, the first federal order campaign ever considered for nationwide application.

The NDB will monitor consumption statistics and survey consumer attitudes, while also conducting some advanced econometric modeling to determine the effectiveness of the campaign.

"A lot of us really believe in what you are doing," NDB chairman Joseph Westwater told the MAMMA group. "Believe me, this has been a breakthrough."

Soybean session

SHIPPENSBURG — The Franklin/ Adams/ Cumberland Soybean Growers' Meeting originally scheduled for February 6 in Shippensburg, has been rescheduled for Friday, February 7, according to Franklin County Agent John Shearer.

The training meeting will get underway at 10 a.m. at the Valleybank Building, 871 West King Street (Rt. 11, South). It will adjourn at 12:30 p.m. All farmers in the tri-county area who expect to grow soybeans in 1986 are invited.

Dr. Elwood Hatley, Penn State agronomist, and John Yocum, director of the Penn State Research Station at Landisville, will discuss all phases of soybean growing, harvesting, and storage. A panel of local growers will relate their experiences in growing, marketing, and feeding beans in their dairy operations.

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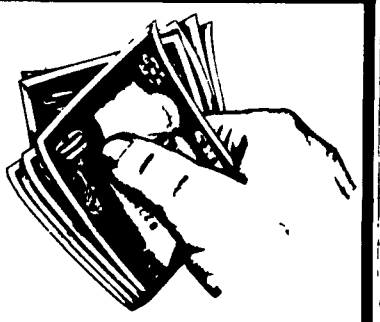

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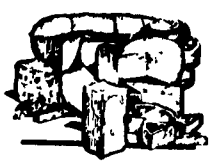

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