

Penn State to use Real Seal on its milk products

WILLIAMSPORT — Pennsylvania State University has affirmed its strong commitment to the state dairy industry by taking part in the 1986 "REAL" Seal program. The land grant institution, with an enrollment of approximately 64,000 students, has signed an agreement with the American Dairy Association and Dairy Council (ADA/DC) to use only genuine dairy foods in all foodservice meal preparation, and to incorporate the "REAL" Seal trademark on all university packaged milk products.

On January 16, Penn State President, Dr. Bryce Jordan, and board of trustees president, Obie Snider, met with representatives of the American Dairy Association and Dairy Council to make the agreement official. The university creamery, foodservice operation and Nittany Lion Inn will be affected.

The "REAL" Seal, symbolized by a drop of milk enclosing the word "REAL", is a dairy product identification program sponsored locally by the ADA/DC. By positively associating the "REAL" Seal with genuine dairy foods, consumers can avoid confusion

between simulated and authentic milk and milk products. In the five years since the program was established, the "REAL" Seal has been adopted by over 1,300 dairy processors and retail food chains nationwide, and is recognized by nearly 58 percent of American consumers.

"Dairy products are good healthy foods," said Dr. Jordan, president of Pennsylvania State University for nearly three years. "Because we are one of the leading agricultural colleges in the nation, we ought to do our best to support the industry locally and nationally." To date, the Pennsylvania dairy industry, represented by 21,000 dairy farms statewide, ranks fifth in total milk production, producing seven percent of the nation's milk supply.

Representing the ADA/DC in the official signing was Executive Vice President, Brian Ward, and directors Fred Epler, Robert Pardoe and Daniel Baker. Located in Williamsport, PA, and Syracuse, NY, the ADA/DC is a dairy farmer funder and directed milk marketing agency serving Pennsylvania, New Jersey and New York.

"This is our way to insure our

students will be getting the real thing," said Baker, ADA/DC director of district 19, Tioga, Potter, Bradford and McKean counties. "We as Pennsylvania dairy farmers need more promotions of this sort to help increase consumption of dairy products in the Northeast.

According to Obie Snider, seven year member of the Penn State board of trustees and dairy-producer, the university's 23 campuses will be affected by the "REAL" Seal agreement. Currently the Penn State food-service program spends an average of \$1,200,000.00 annually on dairy food purchases feed an estimated 200,000 students weekly. On a year's basis, the university, one of the largest dairy users in the state, goes through over 180,000 pounds of cheese and 275,000 gallons of milk in meal preparation and service.

ADA/DC has been responsible for approximately 14% of all "REAL" Seal agreements signed in the nation. Penn State joins Syracuse University as two of the leading universities in the Northeast signed by ADA/DC to the "REAL" Seal program.

ADA/DC supports the "REAL" Seal program with \$500,000 worth of local market television advertising. This represents 10 percent of its total media budget. ADA/DC has targeted adults 25 to 54 years old to be the primary "REAL" Seal market in the Pennsylvania, New Jersey and New York consumer areas.

In addition to participating in the "REAL" Seal program, Penn State has also agreed to use 100% real cheese in nine campus pizza restaurants. By becoming a "Real Cheese Pizzamaker," each

university restaurant involved with the program will be prohibited from using imitation cheese products on their pizzas.

The pizza program, now in its sixth year, informs restaurant patrons through the use of free promotional materials that the pizza operator is using only real dairy cheeses on his or her product. The real cheese factor has proven to increase sales for those restaurants participating. By taking part in the program, the university joins over 1,000 "Real Cheese Pizzamakers" signed by the ADA/DC this promotion year.

MAILBOX MARKET FOR SALE

1977 Jeep Cherokee, 4WD, auto, PS, PB, AM/FM, hitch, new batt., exh., insp. to 12/86, \$2,500. Montg. Co. 215-723-6496.

Fairbanks 15 ton 9x18 drive on scales, recently certified, have blue prints. Asking \$1,000. Lanc. Co. 717-733-7587 after 5.

Three year old standardbred mare, 15.1H, very gentle, black w/gray shine, \$385 or reasonable offer. Lanc. Co. 717-665-2561.

JD 2550, low hrs., Cab w/Air, S.N.H. haybine, 9' cut, 2 yrs. old, kept inside, 8 ton EzTrail wagons. Montg. Co. 215-584-5168.

O.Cert. 1985 seed oats, sulky new cond., Reasonable; NH 1R forger, complete w/PU head. Best Offer. Bucks Co. 717-343-9061.

Four 10.00x20 truck tires, tubes, and rims, good casings, never recapped or punctured; spoke wheel rims, like new. Lehigh Co. 215-285-6264.

Jack Russel Beagle pups, pets or hunters, wormed, shots; large storage tanks fuel, bridges, will load, \$100 ea. Fr. Georges Co. 301-599-9649.

VanDale St-100 TMR mixer, 99 bu. capacity, needs some repair, no motor or scales, \$1,000. Clearfield Co. 814-583-7418.

8'x12' fiberglass ring holds 20 ton shelled corn, \$150. Lanc. Co. 717-733-3849.

Bull, one yr. old, Mars Tony son, dam Ex w/25,000M 4.6% 1156 Fat. Lanc. Co. 717-733-7809.

Two seated new Menonite carriage; rebuilt, eight hole hog feeders. Aaron S. Nolt, RD3, New Holland. 717-354-6727.

Mt tractor 1085 diesel, 3100 hrs., 18.4x34 tires, good condition, \$6,500. Western Berks Co. 215-589-2005.

Wood Bros. bale buster, bray breeding chart/#24 corn picker mount on Int. 2R H&M. Berks, 215-682-7632.

Two Wrights 20" chain saws, working order, \$150 ea. Berks Co. 215-926-4232 after 7.

Holstein Grade Fresh Heifers and springing vaccinated. Perry Co. 717-789-3687.

Three 30 lb. milker pails in very good condition, \$30 ea. Second cutting alfalfa heifer hay. Cheap. Lanc. Co. 717-687-9006.

12.4x38 tractor chains; JD 290 corn planter. York Co. 717-229-2683.

Amish patchwork quilt, large and crib; also rag rug. Jan., Feb. Sale, 5%. Affordable prices. Garrett Co. 301-334-4660.

'81 Ford 7610 tractor, 1500 hrs., load monitor, weights, triple remotes. Northumberland Co. 717-758-2078.



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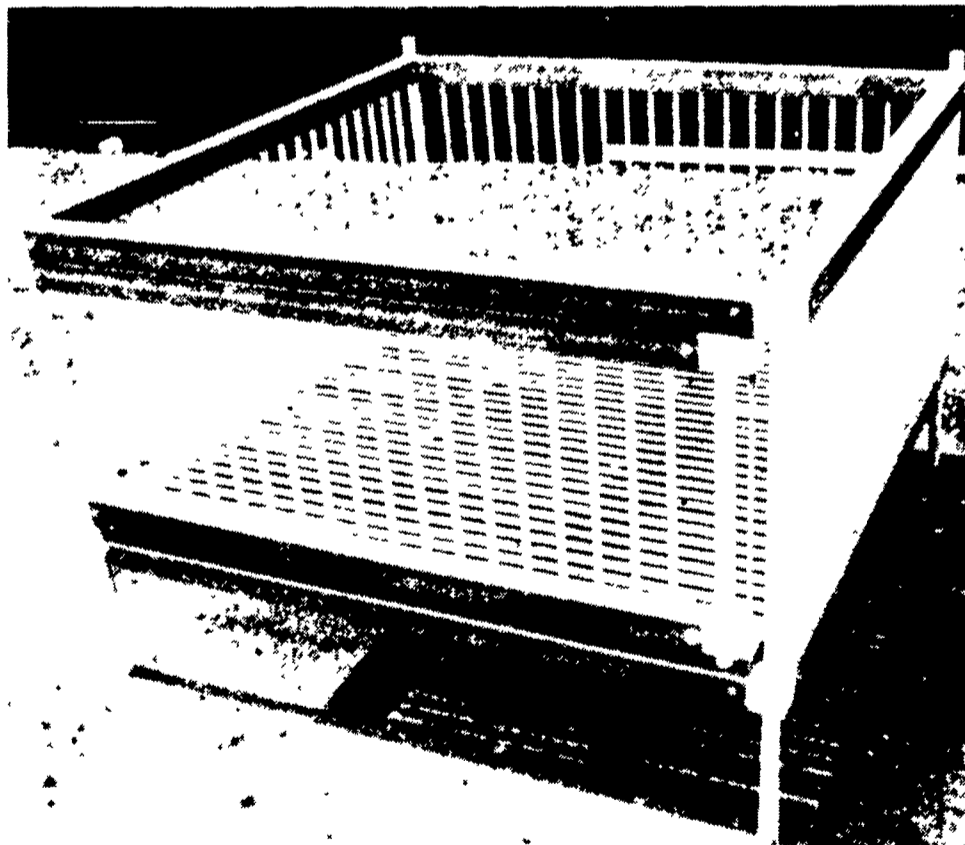
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