

Potter Holstein club hears about dairy promotion

ULYSSES — Roberta Bronson of the American Dairy Association and Dairy Council's Williamsport office was guest speaker at the annual dinner meeting of the Potter County Holstein Club, Tuesday, January 28, at Penn-York Camp, Ulysses.

Bronson told dairymen how ten cents of the 15 cents deducted from milk checks was being used. The

American Dairy Association and Dairy Council follow the milk to market. There are 19 districts and the association is run by dairy farmers. Five departmental responsibilities are: industry relations, which reports to farmers; consumer promotion, which does four big promotions a year; food publicity, which excites the consumer to use dairy foods;

communications, which links trade, consumer and dairymen, and the county promotion program which deals with such things as the dairy princesses.

She reported that it costs \$75,000 to \$100,000 to produce one commercial for television. When all involved work together, it costs each organization less money than doing it separately. Sixty eight percent of the ADA/DC budget is used for media advertising with only two percent for administrative costs. Sales of dairy products showed an increase of 2.5% in 1985.

Bronson showed several commercials which are being used on television to promote adult consumption of milk; cheese, the Real Seal for a variety of products including cottage cheese and milk drinking for children. There are also radio commercials which feature remakes of tunes of the

1950's.

Throughout Pennsylvania there are approximately 400 billboards promoting "Milk, America's Health Kick." A 12-page advertising insert was prepared for a trade magazine which goes to restaurants and institutions.

Terms of directors, Jay Gooch and Tom Kibbe, expire this year. Kibbe of Harrison Valley was reelected and also was Alvin Miller, Ulysses.

Door prizes were awarded to Bonnie Barker, Ulysses, a shovel from Jere Martin; Leon Tice and Louise Crossley, Coudersport, hats and Gay Torrey, Shinglehouse, and Ivan Smoker, Genesee, rat bait from Knoxville Checkerboard; Martha Risser, Coudersport, shirt, Jack Thomas, Ulysses, and Roberta Bronson, aprons from Headwaters Production Credit; Kevin Risser, Coudersport,

thermometer from Ulysses; Agway; Jen Kibbe, Harrison Valley, and Andy Crossley, Coudersport, hats from Sele Sires; Karl Torrey, Shinglehouse, calf toner from Agri-King; Tom Kibbe, Harrison Valley, cauliflower grower, and John Lehman, Harrison Valley, hat, from Bl Seal; Donna Thomas, Ulysses, first service from Sire Power; Alvin Miller, Ulysses, milk replacer from Vigortone.

Following the dinner meeting directors met to elect officers for 1986. The slate is: Karl Torrey, president; Kevin Risser, vice president; Jack Thomas, secretary-treasurer; Tom Kibbe, show chairman; Don Thornspoor, sales representative and state director; Dennis Smoker, Genesee, activities chairman, and Samuel Crossley, Coudersport, publicity chairman.

Guernsey Futurity announced

The Pennsylvania Guernsey Breeders' Association cordially invites and challenges you to become a part of the 1988 Pennsylvania Three Year Old Futurity.

The purpose of this Futurity is to provide breeders and exhibitors the opportunity to promote the breeding, development and showing of outstanding registered three year old Guernsey cows. This sale will be held in conjunction with the 1988 Pennsylvania All-American Guernsey Show.

Four nominations are required for each animal that competes. All nominations are the responsibility of the owner. Entries must include animal's name, registration number, date of birth, name of sire and dam, and name and address of owner and breeder.

All nominations and fees must be postmarked by the nomination dates and are to be mailed to the Pennsylvania Guernsey Breeders' Association, 5417 Manheim Road, Waynesboro, PA 17268.

These nominations may come from any individual or herd and they may make numerous nominations.

The payment schedule for the nomination fees is as follows: first payment with the initial nomination, \$2.00 by May 1, 1986;

second payment for each nomination, \$4.00 by January 1, 1987; third payment, \$6.00 by January 1, 1988; fourth payment, \$10.00 by July 1, 1988.

These fees are placed in a separate account and used only for Futurity purposes. This account is then divided on the following basis at the Futurity: first prize, 30 percent; second prize, 20 percent; third prize, 10 percent; fourth prize, 8 percent; fifth prize, 6 percent; sixth prize, 5 percent; seventh prize, 3 percent; eighth prize, 2 percent; ninth to thirteenth place, 2 percent.

All fees are committed to the purse, no refunds will be made whether an animal competes or eligibility is discontinued. Eligibility is maintained by making subsequent payments on due dates as specified. This responsibility rests with the owner.

Any animal sold after being nominated will remain eligible if the new owner continues making the payments as scheduled.

For further information about the 1988 Pennsylvania Three Year Old Guernsey Futurity, contact the Pennsylvania Guernsey Breeders' Association at 5417 Manheim Road, Waynesboro, PA 17268.

PFA honors broadcaster

CAMP HILL — The Pennsylvania Farmers' Association (PFA) has presented a "Tell the Farming Story" award to Lloyd Newell, a reporter for WSEE-TV, Channel 35, Erie.

Newell was honored for reporting a story in 1985 which advanced the public's understanding of farming in Pennsylvania. Newell's two-part feature examined the farm economy in northwestern Pennsylvania by comparing the economic outlook of a local dairy

farmer with that of a midwestern, Corn Belt farmer.

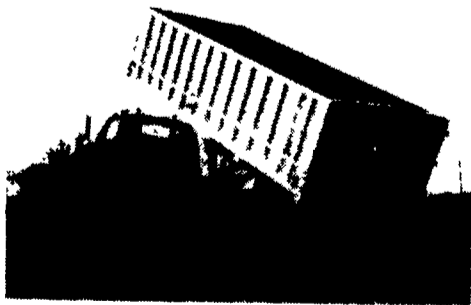
Newell is the winner in the electronic media category of the statewide contest which was initiated by PFA last year.

Announcing the award, PFA president Keith Eckel said, "We appreciate the fact that Newell and so many of his fellow reporters have an understanding and appreciation of the Commonwealth's number one industry, agriculture."

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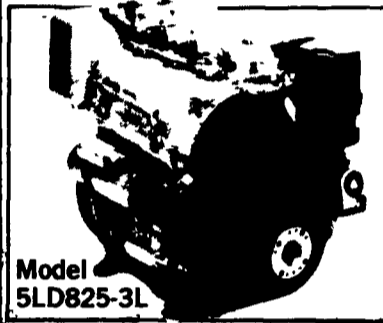
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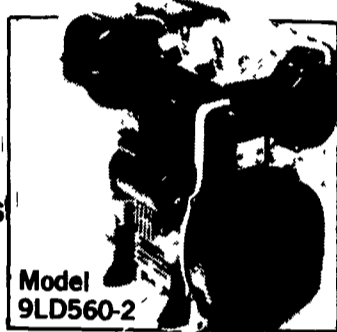
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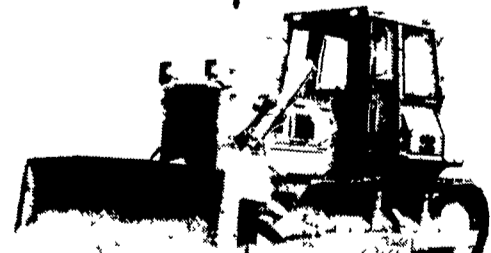
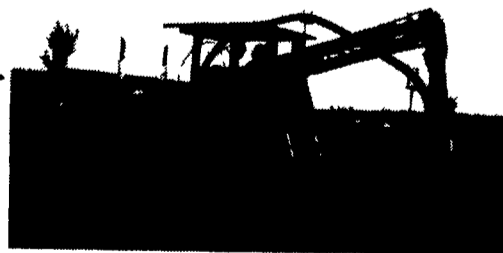
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