

Dairy panel stresses marketing, consumer awareness

BY SALLY BAIR
Staff Correspondent
HARRISBURG — It was the dairy panel which drew the biggest audience at the Future of Pennsylvania Agriculture Conference, and it may have raised the most unanswered questions.

The one thing panelists and audience seemed to agree upon was that the dairy industry faces tremendous changes, and to be successful the industry itself must change. The other area of agreement was that there is a great need for better, more innovative marketing.

Beverly Minor, manager of The Spring House dairy store in Washington County, told the group that marketing must be the number one priority of the dairy industry. She said, "We must be constantly aware of the market

and what it wants." She and her husband Samuel and their five children operate the store on their dairy farm.

The four items which sell, according to Minor, are two percent milk, calcium, yoghurt and cheese, and it is these four items which should be marketed heavily. She said the industry should be taking advantage of the current interest in calcium and osteoporosis and watch for forthcoming research on the importance of calcium in reducing hypertension and colon problems.

Dr. Paul Hand, general manager of Interstate Milk Producers Cooperative, agreed with Minor, saying there needs to be more effort made to convey to the public current research on milk products and cholesterol.

Earl Fink, executive director of

the Pennsylvania Milk Dealers Association, also supported better marketing efforts. He said, "We should capitalize on the favorable publicity. Milk is now in the news in a positive manner. The industry must continue to develop new products to suit the needs of consumers."

In his remarks as a panelist, Chester County dairyman William P. Moore, also challenged cooperatives to develop new products.

Minor said homemakers are interested in foods that will keep families slim. "We have a light product," she said, adding that it could be a real growth area of the fluid milk market if marketed properly.

She told the audience that yoghurt sells. "It is a healthful

(Turn to Page A29)



Dairy panelists at the Future of Agriculture Conference included: left, Earl Fink, Pennsylvania Milk Dealers Association; William Moore, Chester County dairyman; Paul Wangness, moderator; Beverly Minor, manager of The Spring House Store and dairy farm wife; and Dr. Paul Hand, Interstate Milk Producers Cooperative.

MOST TRACTORS IN STOCK
READY TO GO - SPRING SPECIALS

Belarus

- Real fuel-savers
- Low maintenance cost
- Easy to work on
- Excellent parts/service support second to none

Belarus Warranty Included In Price

BUY FROM YOUR FACTORY DIRECT DEALER

ROVENDALE SUPPLY
Exit 31, Rt. I-80 to 180 (Old Rt. 147)
to Watsonstown Exit (You Are There!)
Butler, Jamesway, Borg, Farmway, Fibordome, Big A Parts
Ph. 717-538-5521 or 742-7521
Toll Free PA 1-800-232-DALE

BUY THE BEST

L.F.

MODEL	HP	REG	CASH
250	Plus	29	\$6,990 \$5,495
400	Freight	57	\$12,888 \$10,375
420 4WD	& Dealer	57	\$14,081 \$11,288
500	Prop	70	\$13,200 \$9,985
520 4WD	Less	70	\$17,950 \$12,995
611	Tradein	80	\$15,727 \$12,385
800		85	\$16,635 \$12,985
820 4WD		85	\$19,596 \$15,200
822 4WD w/Cab		85	\$21,985 \$17,490
920 4WD		100	\$22,795 \$20,159
922 4WD w/Cab		100	\$25,850 \$22,985
1500c		165	\$42,985 \$36,985
Engine Ideal for 29 Skid Loader			\$2,595 \$2,395
Lime Manure Slurry Spreader 450 Bu			\$7,200 \$6,500

M-F 8-8
Sat. 8-5

Spring Savings

Now Thru April 1986

Grease Hydraulic Oil Motor Oil

System 7 Binder Chains

5/16"x12'	'20.85	3/8"x12'	'27.20	
5/16"x14'	'23.20	3/8"x14'	'31.25	
5/16"x16'	'25.40	3/8"x16'	'35.25	
5/16"x20'	'29.95	3/8"x20'	'43.30	
5/16"x3/8" Load Binder					'16.95

DOUBLE OFFSET TANDEM Model F-17

AMCO Introduces Double Offset Harrows Into It's Tough, Tillage Tool Line.

This double offset harrow is available in cutting widths from 9'3" to 15'0", with 9" blade spacing

Weight per cutting foot ranges from 296 to 337 pounds, and standard features include regreasable toggle mounted ball bearings with AMCO's Protect-O-Shield, feathering blades on rear gangs, 1 1/2" square cold rolled, high carbon steel axles, reversible clevis adjustable gangs and heavy-duty scrapers

These tough tillage tools are designed for use with draw bar horsepower from 50 to 95 hp based on individual model recommendations

Ask your AMCO dealer for a demonstration today

AMCO Products
Yazoo City, MS 39194

— Distributed By —
HAMILTON EQUIPMENT, INC.
567 South Reading Road, P.O. Box 478
Ephrata, PA 17522
Telephone (717) 733-7951

Please Contact Us For Your Nearest Dealer

Totally Enclosed Farm Duty Motors In Stock

1/3 HP	'76.25	2 HP	'162.80
1/2 HP	'80.90	3 HP	'199.25
3/4 HP	'96.00	5 HP	'249.15
1 HP	'103.25	7 1/2 HP	'310.50
1 1/2 HP	'133.40	10 HP	'444.30

We Stock Browning Pulleys In All Sizes

DAYTON Twin Cylinder Air Compressors

1 HP 20 Gal. Tank With Hose	'366.00
2 HP 20 Gal. Tank With Hose	'399.00

Nylon Tow Ropes

1 1/2"
1 3/4"
2"
Many Length In Stock

Stop By Store For Many More Spring Specials

PAUL B. ZIMMERMAN, INC.
295 Woodcorner Rd., Litz, PA 17543
1 Mile West of Ephrata
Phone: 717-736-1121