

Dairy Marketing

ADA signs baseball star to ad campaign

SYRACUSE, NY — The baseball season is just beginning, but local dairy farmers are already predicting a winner with Darryl Strawberry as their new spokesperson for milk. Strawberry, all-star right fielder for the New York Mets, was signed to a one-year contract to promote milk during the 1986 season by the American Dairy Association and Dairy Council (ADADC).

ADADC has just received results of consumer research done on a new milk ad developed with Strawberry. Over two-thirds of consumers tested claimed the new commercial would encourage greater milk consumption. The positive response obtained from the research will allow ADADC to air the new campaign with confidence. Ads will go on air the first week of April, coinciding with the opening of baseball season.

The research tested consumers in the New York area through a series of mall interviews. Those interviewed were shown the new ad twice and questioned on their reaction to it. Overall, the

Strawberry ad scored well above the norm for food commercials. Two-thirds of the respondents or more judged ADADC's new ad as easy to understand, entertaining, convincing and pleasant. Strawberry emerged as a believable link between milk and its healthy benefits.

Especially significant was the fact that the commercial appears to greatly appeal to the New York audience. ADADC's objective in signing Strawberry was to add a specific New York appeal to the commercials, making consumers in the metropolitan area take notice of the milk ads. The new ads mix the same theme, music and scenes from the national generic milk television ads, interspersed with shots of Strawberry in action.

The television campaign will be supported with bus and subway billboards, featuring Strawberry.

The American Dairy Association and Dairy Council is a generic dairy promotion association, funded and directed by dairy farmers from New Jersey, New York and Pennsylvania.

Milking Shorthorns Slate Convention

STASBURG — The American Milking Shorthorn Society have announced the agenda for their National Meeting to be held at the Historic Strasburg Inn, Strasburg, April 16 to April 19.

Among the highlights of the meeting for April 17, are a day long Amish farm tour, and a working steer demonstration at the sale barn followed by a barbecue and entertainment.

The annual meeting starts the day off on April 18. This is followed by a juniors tour of Hershey and a Ladies' tour. A panel discussion on genetic expansion and a report on the status of Rosemount are scheduled for the afternoon's agenda.

A social hour, the annual banquet and dance will conclude the activities for the national

meeting.

The 1976 National Sale, which set a new standard of professionalism for all subsequent national sales, was held in Lancaster. The 1986 edition returns to continue this

Milk contamination found in Southwest

WASHINGTON — In response to the contamination of milk and dairy cattle with the banned pesticide heptachlor, Secretary of Agriculture Richard E. Lyng has dispatched an emergency task force to Arkansas, Missouri and Oklahoma.

The task force will review the problem and recommend action by the U.S. Department of Agriculture.

"Along with our concerns about the public health implications of the heptachlor contamination, we fear its effects on farmers and agriculture," Lyng said. "The economic consequences for dairy farmers could be considerable."

Officials from the Food and Drug Administration and state public health agencies have confirmed the presence of heptachlor in milk

from cows raised in the three states. The dairy herds are now under quarantine, the USDA is testing meat from livestock in the area.

Lyng said it appears that the pesticide residues came from feed supplied to dairy farmers in these states by Valley Feeds in Van Buren, Ark. An alcohol fuel plant at Valley Feeds apparently used heptachlor-treated seed grain to manufacture the ethanol used for gasohol. The contamination resulted when the company sold the leftover "mash" as animal feed.

The Environmental Protection Agency banned most of heptachlor's food uses in 1975, after it was found to be a suspected carcinogen. Its approval for use in all

seed treatment products was ordered to cease by July 1983, although farmers could continue to buy and use existing stocks.

The task force — to be headed by Michael J. Masterson, special assistant to the Secretary — will include officials from the U.S. Department of Agriculture's Food Safety and Inspection Service, the Agricultural Stabilization and Conservation Service and other agencies with special expertise.

The task force will begin visiting the affected areas Tuesday, where it will gather data from other federal officials, dairy producers, agricultural leaders, and state and local officials, according to Lyng.

Upon its return next week to Washington, the task force will brief the Secretary on its findings and recommendations.

State's farmers to plant less grain, more hay

HARRISBURG — Pennsylvania farmers intend to plant fewer acres of corn, oats, and all tobacco; more acres of all hay and soybeans; and about the same acreage for barley in 1986, according to the Pennsylvania Crop and Livestock Reporting Service. Intended plantings of corn at 1,740,000 acres will be down two percent from last year's 1,780,000 acres. Oats at 310,000 acres will be

down three percent from 320,000 acres while all tobacco at 11,000 acres will be down four percent from the 11,500 planted in 1985.

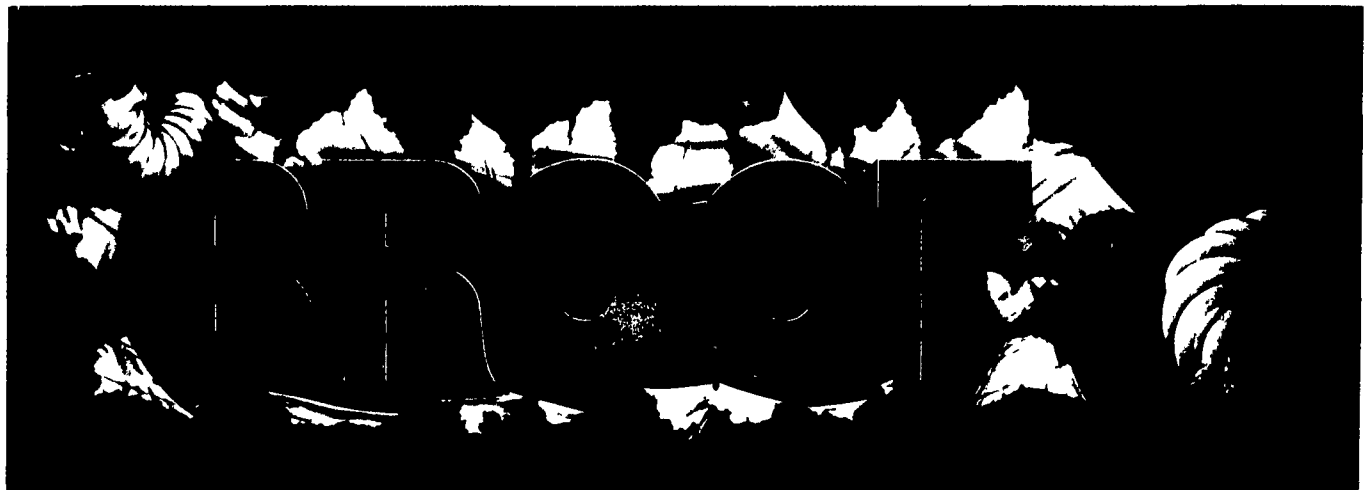
All hay acreage for harvest in 1986 will be 2,000,000, up one percent from last year's 1,990,000 acres while intended soybean plantings at 185,000 acres will be up six percent from the 175,000 acres planted in 1985. Barley acreage to be planted will total 75,000, unchanged from the previous year.

Farmers in the U.S. intend to plant 78.1 million acres of corn in 1986, down six percent from last year's 83.3 million acres. Oats seedings of 14.44 million acres will be up nine percent from the 1985 planted acreage of 13.27 million. All tobacco acres at 649,000, will decline seven percent from the

701,000 acres planted in 1985.

All hay acreage for harvest will total 60.93 million, up one percent from last year's 60.55 million. Both soybean intentions at 62.0 million and barley at 12.9 million will be down two percent from last year's 63.1 million and 13.1 million respectively.

Data users should be aware that this survey was conducted just before the sign-up period for the 1986 Acreage Reduction Program was completed. Many producers indicated they had not made their final decisions for the 1986 crop year. Actual acreage planted may vary from intentions because of further adjustments to the 1986 Farm Bill, the effects of weather, availability of production inputs, changes in market conditions, and the indications from this report.



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