

Dairy Promotion Board lists upcoming promotions

BY SALLY BAIR
Staff Correspondent

HARRISBURG — It's going to be a season of "Summer Love" once the Pennsylvania Dairy Promotion

Program's new media campaign gets underway.

"Summer Love" refers not to the boy-girl variety but to the love of that old-fashioned favorite — ice

cream. With the help of eye-catching billboards, radio spots, and a series of special events, the Advisory Board hopes to keep that favorite food in everyone's mind throughout the summer.

Meeting Thursday, the Advisory Board got a first-hand look at new agency-produced promotional material and outlined plans for continuing programs.

June Dairy Month will be kicked off in Market Square in Pittsburgh June 3 with a radio station KDKA special live broadcast featuring their "rainbow machine." A wide range of activities will be planned to draw attention to dairy products that day.

Another special event will be "Summer Love Sundae Tuesday,"

which will be held on June 24 in Harrisburg.

Cindy Weimer announced that orders have been placed for materials ranging from painter's hats to T-shirts to aprons, many featuring the "Summer Love" logo. The Board will also have available cow-shaped cutting boards and glass milk pitchers. Most of these promotional items will be available from local promotion committees after June 1.

It was announced that a joint venture with McDonald's food chain featuring side panels on milk cartons and newspaper ads was highly successful, resulting in a 23 percent increase in transactions for the participating restaurants.

Local dairies in the Johnstown, Somerset, St. Mary's, Dubois, Philipsburg and State College areas participated.

In discussing new ideas the Advisory Board decided to investigate the possibility of offering a monetary award to the best new product developed. More information will be sought about the advisability of offering such an award.

A dairy recipe contest will be held in the summer with winners to be announced in September. Local dairy promotion groups have brochures describing the contest. There will be newspaper ads, public service announcements and dairy carton side panels carrying this information beginning June 9.

Fruit blossoms survive

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Lancaster County Extension agent Jay Irwin reported. Although frost was expected Wednesday night, temperatures didn't fall to the freezing point.

Adams County reported no snowfall, but growers there were prepared for low temperatures and frost. "We were greatly concerned," Adams County Extension agent Tom Piper said. However, temperatures hovered in the mid-30's and the fruit crop, which was in full blossom, was spared.

"The fruit crop survived just great as far as we can tell," Piper said.

Other parts of the state saw much more snow than the light dusting Lancaster County received. More than a foot of snow fell in the Poconos and Greentown, on the border of Wayne and Pike Counties, received 18 inches.

But fruit trees in that area were not yet in bloom and suffered no damage, Wayne County Extension director John Creighton said.

New branding rules

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permitted to have a two inch brand on the right jaw.

The regulations recommend using an electrically controlled thermostat branding iron. This must be applied so as to cause permanent hair loss. It is suggested a veterinarian or someone familiar with the branding procedure be called in to do the branding.

Vets should also be consulted on methods to desensitize the area, the regulations recommend.

When freeze branding, the hair at the site must be clipped and the surface cleaned with alcohol before the application of the iron.

Application can be made using

liquid nitrogen or dry ice. To cool this iron to room temperature, insertion in alcohol until the bubbling action stops is recommended.

One to two minutes of steady application is suggested to insure permanent hair loss. When done properly, the brand will turn the color of saddle leather.

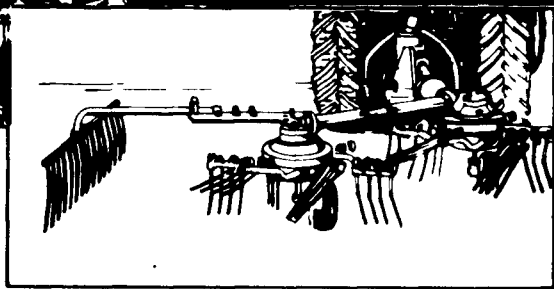
It is only necessary to burn the outer layer of the skin and no deeper when branding.

The requirement of a permanent mark on all animals coming into a buyout herd has remained. The government is now giving participants the choice of hot or cold branding.



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4- new RH12 Acme weather hoods	60.00	36.00
1- new RC24F Acme 24" fan jet	504.00	350.00
1- new 60"x60" Acme aluminum shutter	260.00	182.00
1- new 18" AHC Choretime fan	475.00	356.00
1- new 36" Zimmerman power shutter	147.00	88.00
1- new W4545 Acme aluminum shutter	168.00	110.00
3- new WA5454 Acme aluminum shutter	220.00	150.00
- dropping boards as low as—	18.00	8.00
2- new NDD5 stainless steel double sided 5-hole nursery feeders	206.00	135.00
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6- new PND3 stainless steel single sided 3-hole pre-nur. feed	65.00	45.00
7- new NW8 stainless steel double sided 8-hole nur. wet feeders	550.00	350.00
2- new FW5 stainless steel double sided 5-hole finish. wet feed	810.00	475.00
2- new GW6 stainless steel double sided 6-hole grower wet feed	810.00	475.00
3- new FW6 stainless steel double sided 6-hole finish. wet feed	935.00	575.00
1- new FW7 stainless steel double sided 7-hole finish. wet feed	975.00	600.00
1- used FW5 stainless steel double sided 5-hole finish. wet feed	810.00	250.00
1- used GW5 stainless steel double sided 5-hole grower wet feed	685.00	200.00
9- used rotary feeders	150.00	50.00
27- 3'x6' concrete cool-cell pad	60.00	30.00
11- 3'x5' concrete cool-cell pad	50.00	25.00
6- new 24' stainless steel gestation trough	14.50	6.00
1- new 19' stainless steel gestation trough	14.50	6.00
2- used Fristamat 600 vent. units	3000.00	900.00
2- used LB White heater	454.00	225.00
Used SBM #3 automatic brooder	153.00	45.00
Used SBM #2 automatic brooder	147.00	45.00
New 180' 14" galvanized insulated inletting	6.00	3.75
1- used 30' flex auger system with motor	731.00	360.00
1- used 30" Acme fan jet	590.00	295.00
1- used 30" Acme motorized inlet	170.00	95.00
40- new 6620 Choretime sow feeders	45.00	25.00
5- new RC18E6 Acme fan jets-115 volts	370.00	259.00
2- new TR24 poly fans	391.00	330.00
4- new TR18 poly fans	311.00	260.00
1- new 903A 350 CFM LB White heat exchanger	1630.00	815.00
1- new 908A 900 CFM LB White heat exchanger	2300.00	1150.00
30- new P88 plastic creep feeders	8.23	7.00
24- used P88 plastic creep feeders	8.23	4.00
2- preg testers	350.00	150.00
2- used Stanfield automatic heat pan controls	150.00	25.00
2,000- sq. ft. of new plastic flooring	4.25	1.99 sq. ft.
2- new DDA 18E Acme motorized fan	444.00	310.00
2- new WPC 6318 MT Acme motorized shutters	210.00	147.00
3- new DC24 24" Acme slant wall housing fans	380.00	310.00
1- new 12" Acme motorized inletting	141.00	100.00
7- new RH18 Acme weather hoods	85.00	51.00

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