

# Scranton Emphasizes Marketing At Ag Fund Raiser

Lieutenant Governor Bill Scranton was a man of many trades at the ag picnic fund raiser this past week at Willow Mill Park, New Kingston.

As a candidate for governor, he raised close to \$10,000 for farm and rural campaigning.

As guest of honor, he received a "Farmers for Scranton" apron.

As featured speaker, he placed major emphasis on marketing, farmland preservation and animal health.

As a fellow picnicker, he joined in the fun by helping serve baked ham to guests and going back for seconds himself.

Details of Scranton's farm action plan were released the same day as the picnic. His marketing initiatives include:

-pushing direct marketing to local consumers by providing state aid to develop and expand farmer

markets  
 -using low interest loans to attract new food processing plants  
 -showcasing Pennsylvania food products for foreign buyers  
 -attracting big volume buyers  
 -stepping up research on high value crops, new food products and industrial applications.

To prevent future epidemic of livestock diseases, Scranton plans to increase inspection and monitoring of farm animals and poultry by the state department of agriculture. He also would boost research into animal diseases and expand teaching and training programs.

In his talk, Scranton saw prime farmland as a "treasure" that must be maintained. And he stated he would put the full force of state government at work to accomplish it.



Candidate Bill Scranton serves up sausage and baked ham to paying guests at picnic.



Lieutenant Governor Bill Scranton receives a "Farmers for Scranton" apron at ag picnic from Dennis Grumbine, Myerstown, chairman of Agriculture for Scranton-Fisher committee. Fund raiser earned close to \$10,000 for Scranton's gubernatorial campaign.

## Sims To Head Nutrition Service

WASHINGTON - Secretary of Agriculture Richard E. Lyng recently named Laura S. Sims, Ph.D., as administrator of the U.S. Department of Agriculture's Human Nutrition Information Service.

"Dr. Sims will give strong technical and administrative leadership to the Department's nutrition monitoring and nutrition education research activities," Lyng said. "We know her abilities

well. She has been a member of the Department's Human Nutrition Board of Scientific Counselors since 1984 and has conducted several useful reviews and research projects for the Department."

Sims comes to USDA from Penn State University, where she was a professor and coordinator of the masters program in nutrition in public health, and a senior research associate in the Institute

for Policy Research and Evaluation. Her major research interests include psycho-social influences on food consumption behaviors and nutrition program delivery, evaluation, and policy.

After receiving her bachelor of science degree from Penn State University, Sims earned a master of public health degree from the University of Michigan and a doctor of philosophy degree from Michigan State University.



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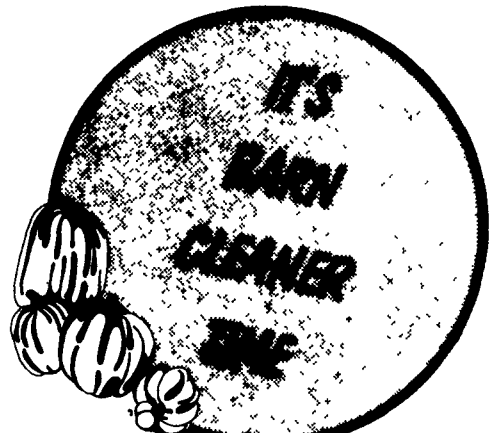
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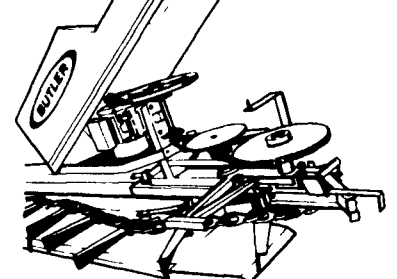
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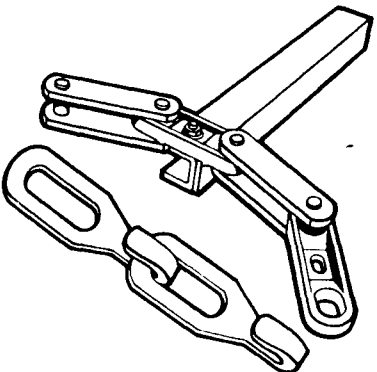
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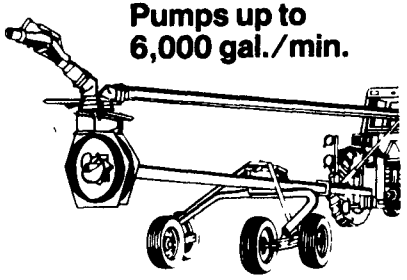
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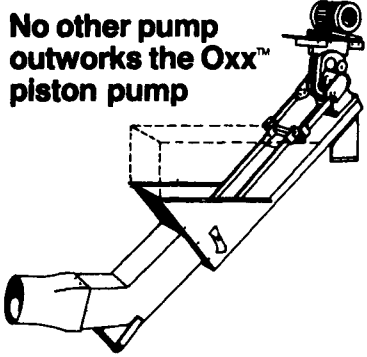
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