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A Blueberry Omelet?

Park City shoppers Joshua, ~~Rebecca~~ Danielle and Lisa Ayers (left front to rear) stopped by the Lancaster County Poultry Federation stand on Thursday to help celebrate Park City's Farm City Week. Culinary whiz Shirley Pflieger served up a blueberry omelet that left smiles, rather than egg, on everybody's faces.

Agway President Sees Positive Signs For Northeast Farmers

BY EVERETT NEWSWANGER
Managing Editor

SYRACUSE, N.Y. — The leader of one of the nation's largest farm cooperatives stated that there are several positive signs for northeast farmers in the midst of the farm crisis that continues to affect rural America.

Agway President William Hiller, speaking at the 22nd Agway Annual Meeting here Thursday, stated that despite significant current problems for individual farmers, a diversified agriculture, nearness to affluent markets and increasing per capita consumption of dairy products offer bright spots in the troubled farm economy.

"The fundamental problem is one of surpluses, low prices and high debt levels," Hiller said. "The farm crisis can provide opportunity for farmers and their cooperatives who manage their resources well, to adopt proven new technology and market aggressively."

The Agway president reported consolidated earnings of \$16.6 million for the fiscal year, which ended June 30, 1986. This was up from \$14.1 million last year con-

tinuing a four-year trend of improvement. Consolidated sales volume was \$3.5 billion, down from \$4.1 billion last year. Most of the sales decline was attributed to falling petroleum prices.

The Agway leader reported the farm cooperative ended the year in a strong financial position with an excellent balance sheet.

NEW DAIRY RESEARCH ANNOUNCED

In addition, President Hiller announced that the farm cooperative has entered into a contract with the Upjohn Company to conduct dairy cattle research on the practical effects of bovine somatotropin. The study is being

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LF Editor Wins Journalism Award

SYRACUSE, N.Y. — The annual meeting of the Northeast Farm Communicators Association met here Thursday morning in conjunction with the Agway Annual Meeting. Newspaper persons, TV and radio personnel, cooperative, corporate, university and government media representatives from all across the northeast attended.

In the election of officers, Richard Arnold, manager of corporate communications for Agway was elected president. Elected vice president was

Anthony Schlesier, manager of corporate relations Eastern Milk Producers. Vanna Guldenschuh, advertising manager New England Farmer, was elected secretary-treasurer and Everett Newswanger, Lancaster Farming editor, was named a director.

In the annual journalism contest, Editor Newswanger won the photo/journalism division with one of his "site seeing" photo stories. Lucien Laliberty, Jr., managing director Farm Resource Center, was named Farm Communicator of the Year.

4-H Agents Convene In Hershey For National Conference

BY SALLY BAIR

Lancaster Co. Correspondent
HERSHEY — Over 1,200 4-H Extension agents from across the United States and Canada are meeting at the Hershey Convention Center this week for their 40th annual conference. "4-H Keystone of the Future" was the theme of the conference and set the tone for the five-day event.

Dr. Samuel Smith, president of Washington State University and former dean of the college of agriculture at Penn State University, told the agents that they are an integral part of the land grant system and reminded

them that 4-H and the land grant universities have grown up together since they were signed into law by President Abraham Lincoln.

"We are unique and will never be duplicated," Smith told the delegates, adding, "No one does a better job of serving our society than our land grant system."

Smith states, "You are part of a vibrant system. We are not just educators; we are 'life-changers.' We are involved in a truly wonderful business."

Challenging the agents to have a "continuing commitment," Smith reminded them that as 4-H youth professionals they are role models



Dr. Samuel Smith for youth. He added, "You can never underestimate what you can

accomplish, and never pass up an opportunity to let people know about what you do."

He suggested to the agents that they should develop more in-depth relationships with their local media and explore new avenues of promoting themselves and their land grant institutions. "No idea, if positive, is too radical to consider."

"Your initiative can help strengthen and expand the role of 4-H in land grant institutions."

Smith also urged the group to develop better internal communications, noting that it is important for them to become known on their home campuses, and for them to establish contacts with a variety of departments.

Keeping programs current is an important part of the agents' contribution to strengthening 4-H, Smith said. "We must learn from youth and parents and learn what's affecting them now. What are their needs and concerns?" He said agents have an obligation to offer programs in the areas of illegal drug use and personal computers, and pointed out that most

universities have staff members available to present programs on these topics.

An international emphasis is also important in 4-H's future, Smith said. "The global community has become a point of interest. The United States must move out of its insularity." He said it is easy to add an international dimension to many programs.

4-H agents are valuable to their land grant institutions as potential recruiters and can help universities become aware of course offerings they will need in the future. He said, "No group is more expert than you are."

A full program of seminars and workshops designed for professional improvement was also offered through the conference.

In a 4-H showcase, 4-H members from Pennsylvania will highlight their programs. Giving presentations will be the Lancaster County 4-H Seeing Eye Puppy Club, the Lebanon County 4-H Consumer Demonstration Team and the Dauphin County 4-H Cloggers.

Nation's Pork Producers Begin Checkoff

BY JACK HUBLEY

LANCASTER — While cattlemen have been fattening the promotion and research kitty at the rate of \$1 a head since Oct. 1, a similar pork checkoff program begins next Saturday, Nov. 1.

Like the beef program, the pork checkoff is mandated by Farm Bill '85. There are some differences between the two programs, though.

While the beef checkoff is \$1 a head, hogs will be checked off at the rate of one-quarter of one percent on the gross amount received for any hog sold. The producer is responsible for paying that amount, while the buyer must collect it.

The 15-member National Pork Board will be responsible for administering the funds. Earlier this year, delegates from each

state were responsible for nominating board members. Pennsylvania's delegates are Phil Frieling of Hegins and Dave Reinecker of York Springs.

While most of the checkoff funds are earmarked for national promotion efforts, a portion will be returned to each state, based on the state's annual hog marketings, according to Eugene Wingert, Pennsylvania's representative on the National Pork Producers Council's board of directors.

"There's a good possibility we'll go to 33 percent (return)," says Wingert, pointing out that two other states, Kentucky and Tennessee, fall into this category. States producing small numbers of hogs, such as New Hampshire, will realize a 39-percent return, while major producers, such as Iowa, with 11,000,000 head, will receive

16.5 percent.

Wingert estimates that Pennsylvania will generate \$250,000 in checkoff monies the first year, based on annual marketings of 1 million head. That means 33 percent, or \$82,500, would be returned to the state.

But don't expect an additional \$82,500-worth of results right away, says Wingert, pointing out that Pennsylvania already has a voluntary checkoff of its own in force.

Wingert explains that the state's NPPC delegates adopted a three-tenths-of-one-percent checkoff two years ago, which actually exceeds the new rate. Since the program was voluntary, though, about 80 percent of the hog producers participated. Pennsylvania's return through this voluntary

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Turn Clocks Back

Farmers will have to get up an hour earlier to beat the rooster out of bed tomorrow morning. Starting at 2 a.m. Sunday, Eastern Standard time will begin.

That means you'll need to turn the alarm clock back an hour before you hit the sack Saturday night. If you forget,

listen for the rooster's crow as he announces the dawn, an hour earlier.

The time change signals the end of outdoor evening activities for many as darkness will fall early in the evening. The good news for early risers — it won't seem like the middle of the night when alarm sounds.