

First Half Of 1987 Grants

Local Dairy Promotions Net \$22,254 In Matching Funds

HARRISBURG — What does a June baby in Adams County have in common with a giant banana split in Tioga County?

Both are featured in local dairy promotions awarded matching funds by the Pennsylvania Dairy Promotion Program, according to Advisory Board Chairman Jim Harteis of Ebensburg.

The Cambria County dairyman announced that 30 local committees have been voted \$22,254.50 for 111 promotions during the first half of 1987, ranging from a "fun run" for children in Mifflin County to an osteoporosis seminar sponsored by the Penn State Dairy Science Club.

The first baby born in June Dairy Month will be welcomed with gifts and publicity by committees in Adams, Blair, Mercer and Warren Counties, he said. Giant banana split promotions are planned by Mercer as well as Tioga County dairy promotion committees.

Harteis reported that Lancaster County Dairy Promotion Committee received the largest grant, \$4,537.25 in Pennsylvania Dairy Promotion Program's matching funds. All but \$790, however, will be used to purchase a "milk wagon" to sell milk, ice cream and other dairy products.

Bradford County Dairy Promotion Board — Newspaper advertising; radio advertising, \$500.

Butler County Dairy Promotion Committee — Radio advertising; mall promotion, \$325.

Clarion-Venango Dairy Promotion — Mall promotion, Cranberry Mall; mall promotion, Clarion Mall; school promotions, \$350.

Clarion County Holstein Club — Radio advertising, \$175.

Crawford County Dairy Princess Committee — Mall promotion; supermarket promotions; radio advertising on two stations, \$180.

Cumberland County Dairy Princess Committee — Radio advertising, \$150.

Dauphin County Dairy Princess and Milk Promotion Committee — Radio trivia contests on two stations; poster contest in elementary schools, \$200.

Erie County Dairy Princess Committee — Mall promotion, \$272.36.

Franklin County Dairy Promotion — Mall promotion, Red Cross Bloodmobile, give milk to donors; Armed Forces Day at Letterkenny Army Depot, \$475.

Huntingdon County Dairy Promotion Committee — Billboard advertising; newspaper advertising; radio advertising; mall promotion; store promotions; school promotions, \$2,075.

Jefferson County Dairy Promotion Committee — Samples, printed materials, other supplies; June Dairy Month promotion; cow costume; signs to identify promotion sponsors; radio advertising, \$875.

Lancaster County Dairy Promotion Committee — Supermarket promotions; school promotions; cow coloring contest; mall promotion; purchase "Milk Wagon" to sell milk and ice cream; milk carton float contest, \$4,537.25.

Lebanon County Dairy Promotion Committee — Distribute milk at Children's Fair; radio trivia contest; hospital street fair, sell hand-dipped ice cream; placemats, \$207.76.

Lycoming County Dairy Association — National Agriculture Day mall promotion; school promotions; Dairy Day at Mall in June; supermarket promotions, \$500.

McKean County Dairy Promotion — Mall promotion; school promotions; milk spotters give dairy product certificates away; placemats; radio advertising, \$775.10.

Mercer County Dairy Promotion Committee — Radio advertising on five stations; school promotions; mall promotion; supermarket promotions; giant cheese sandwich promotion; large banana split at mall promotion; cow coloring contest in conjunction with McDonald's; first baby in June contest; dairy poster contest in schools, \$1,000.

Mifflin County Dairy Promotion — Kid connection promotion; "Fun Run" for kids; purchase milk dispensers; dairy promotion banner; cow head costume; June Dairy Month spectacular, \$1,697.50.

Penn State Dairy Science Club — Osteoporosis seminar on campus;

Dairy Day at the mall; newspaper ads; print posters for use in on-campus promotions, \$230.

Potter County Dairy Promotion — Radio advertising, school promotions; placemats, \$129.03.

Schuylkill County Dairy Promotion Committee — Radio advertising, newspaper advertising; store, school, and restaurant promotions; supplies for mobile dairy sales unit, \$1,652.50.

Somerset County Dairy Promotion — Mall promotion for June Dairy Month; radio advertising on three stations; placemats for use during June Dairy Month; ice cream parties for local businesses, \$1,050.

Southwest Dairy Promotion — Program at Ruffsdale Elementary school; program at Southmoreland Elementary School; McDonald's promotion, \$230.

Tioga County Dairy Promotion — School promotions; ice cream bonanza with giant banana split or sundae; float for use in parades, \$275.

Warren County Dairy Promotion Committee — Mall salute to agriculture; gifts for first baby in June; giant ice cream sundae at summer festival, \$275.

Wyoming-Lackawanna Dairy Princess Committee — Radio advertising on two stations; school promotions; cow coloring contest, \$739.50.

National Grange Sets Family Farm Policies

CORTLAND, NY — Stressing the need to preserve market-oriented agriculture, the National Grange held its 120th annual convention in Madison, Wisc., recently. The organization called for a reorientation of government national agricultural policy aimed at assisting traditional moderate-sized family farms.

The National Grange noted that the pattern of farm ownership continues to squeeze out traditional family operations in a shift toward a bipolarization of agriculture. National Grange policy calls for the phasing out of government program benefits to larger farm units (which do not need government payments and/or subsidies to compete and survive) as well as to part-time farmers who do not rely upon agriculture as their principal source of income.

Currently, 5 percent of farms with sales exceeding \$200,000 account for 50 percent of production. Another 71 percent with sales under \$40,000 (the overwhelming majority of which

are part-timers with off-farm employment) account for 12 percent of production. Being squeezed in the middle are the 24 percent of traditional full-time family farms which account for 38 percent of production. Though the Treasury disbursed tens of billions into farmer payments to offset low prices, nearly two-thirds of 1985's deficiency payments went to the largest 5 percent of farms at the same time tens of thousands of traditional family farms collapsed.

National Grange Master Edward Andersen stated that "farm credit problems must be dealt with immediately." Grange policy calls on Congress and the Administration to restructure farm loans not to reduce loan interest rates.

"Loans must be restructured to reduce the annual payment during this time of very low farm income," explained Andersen. National Grange will place major emphasis on farm credit issues in the 100th Congress.

New Grange policy calls for the Farmers' Home Administration to require Soil Conservation Service

approved conservation practices and payment of all applicable local property taxes on land they currently hold in inventory. Grange policy also called for keeping land in the Farmers' Home inventory out of production to prevent creation of additional surpluses.

National Grange also called on the Federal Crop Insurance Corporation to speed up processing and payment of claims and for the Commodity Credit Corporation surplus and stored grain to be made available to limited resource farmers in disaster stricken areas at no cost, based on need.

Marketing loans remain the best route towards keeping American production competitive on world markets, indicated National Master Andersen. "Those who support mandatory production controls to balance supply and demand to reach 90 to 100 percent of parity must also accept that there will be no foreign sales of agricultural products," he explained.

**Old
1986**



**New
1987**

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