

# Lancaster Farming

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*Theme Is: Pennsylvania Agriculture—Progress Through Technology*

## Half-Million People Expected At Farm Show

### Farm Show Index

Lancaster Farming reporters have been busily interviewing some of the state's many Farm Show exhibitors and others who will help the event run smoothly.

Look for features on livestock, nut and apple exhibitors, square dancers, Creedin Cornman, the man who will judge the Holstein Show, and the men and women in the PDA press office who are responsible for getting out the word on this year's Farm Show winners.

You'll also find a report on the Farm Show's heritage and biographical sketches of many of this year's Keystone Farmers.

Below is an index of these stories to guide you.

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Exhibitors were scrambling this week as they made final preparations for the 1987 Farm Show. Lancaster Farming reporters caught up with a few of those exhibitors who will be making the trek to Harrisburg for Farm Show. They are, clockwise from upper left, Adams County fruitgrowers Myles Starner, Neil Starner, Steve Hollabaugh and Brian Knouse, who will exhibit their best apples (page E18); Creedin Cornman, who will judge the Holstein show (page A20); Henry Keener, a Lancaster County nutgrower who will display his finest kernels (page B2); Deanne Krouse and Wendy Whitehill, Centre County students who will participate in the square dance exhibition Tuesday evening (page B25); and the Scheiss brothers of Franklin County, who will show their swine and beef entries (page F2).

HARRISBURG — The 71st Pennsylvania Farm Show will open in Harrisburg tomorrow, attracting an estimated half million visitors who will travel from across the state to view this annual agricultural event.

Those visiting the show, which will run from Jan. 11 to 16, will have an opportunity to see over 2,500 head of livestock, sample the Keystone state's finest ag products, check out the latest models of farm machinery, and visit numerous exhibits.

The show will be open daily from 8 a.m. to 9 p.m., except Sunday, when hours will be from 1 p.m. to 6 p.m., and Friday, when the doors will close at 4 p.m. While there is no admission charge, parking costs \$2.

The show, whose theme this year is Pennsylvania Agriculture — Progress Through Technology, officially opens at 12:15 p.m. Sunday with greetings from Gov. Thornburgh and grand opening ceremonies in the large arena of the Farm Show building, located just off exit 23 of Interstate 81 in Harrisburg. A non-denominational worship service will be held in the large arena prior to the opening ceremonies.

Monday, designated senior citizen's day, will feature the draft horse show, beginning at 9 a.m. in the large arena, vo-ag demonstrations in the Pennsylvania Room, swine sales and sheep judging.

Monday evening activities will include hitched horse competition, an exhibition by the Cumberland County 4-H Mounted Drill Team, and a border collie/sheep dog demonstration, all in the large arena. Secretary of Agriculture Richard Grubb will also be on hand to welcome visitors and present awards.

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## White Lite Gets Running Start In Media Blitz At Farm Show

BY EVERETT NEWSWANGER  
Managing Editor

HARRISBURG — Look out when you get to the Farm Show this year. White Lite might strike. And you'll be glad it did. Because if you get charged with White Lite, you'll be better able to cope with the

large crowds and the endless miles of walking you must do to see everything at the largest Pennsylvania agricultural event of the year.

Up to now, you may have known this energizing beverage as two percent fat milk. But the Penn-

sylvanian Milk Marketing Board and the Pennsylvania Department of Agriculture hope to make you and every other potential milk drinker in Pennsylvania forget about the fat and think only about the Lite. And if that makes you think about the latest beer or soft

drink commercial you saw on TV last night, the milk promotion people don't care. In fact, they plan to create a whole new category of milk that competes directly with the fastest growing beverage category in America.

Bill Smedley at PDA told Lan-

caster Farming that the milk board recognized the real chance to increase milk consumption was in the low fat two percent milk category. And since the resistance among dairymen to promote this low fat milk has diminished, they concluded that it makes sense to make milk synonymous with low calorie beverages.

A recent survey by USA Today showed that the only thing American's do more each day than drink a low-calorie beverage is take a shower. "We know that all sales of beverages, beer, wine, soft drinks or fruit juices, flattened out or dropped in favor of the Lite categories while the Lite categories increased sales dramatically," Smedley said "We want to position milk in this category. And with milk we have a very congruent product, a

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## Boyd Wolff Is The New Ag Sec. Nominee

HARRISBURG — After several weeks of speculation about who would be the nominee for the new Pennsylvania secretary of agriculture, governor-elect Robert Casey made the announcement on Wednesday. The nominee is Westmoreland County farmer and state farm leader Boyd E. Wolff

In a telephone interview Thursday morning, Wolff told Lancaster Farming two of the top priorities he saw for agriculture

are the promotion and marketing of Pennsylvania agricultural products and the increasing of farmers income so they don't need to sell their farms to developers

"I think the governor-elect has a very strong commitment to agriculture, and he plans to do what he can to help them. Because I share his views, I guess that's why I've been selected to be secretary of agriculture. I feel we have an even greater concern for

the farmers than the past administration," Wolff said

The nomination drew praise from Keith Eckel, president of the Pennsylvania Farmers Association. He was one of the prime candidates that our organization believed could carry out the responsibilities of agriculture secretary and administer the regulatory functions of the agricultural department," Eckel said "He has a good, solid

understanding of Pennsylvania agriculture. We know that he will be able to speak to the issues giving advise to governor-elect Casey that is fair and accurate"

Jay Irwin, Lancaster County Extension agent reported that he was very pleased to hear that Boyd Wolff was the nominee for secretary of agriculture. I remember Boyd as an excellent dairy farmer years ago when I

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Stop And Chat With Lancaster Farming Staff At Booth No. 274