

MAMMA Hears Proposal To Merge Promotion Programs

BY EVERETT NEWSWANGER
Managing Editor

HUNT VALLEY, Md. — The chief executive officer of the National Dairy Board unveiled the suggested plans to merge the National Dairy Board and the state and regional groups into one overall board that would include 72 persons—36 appointed by the National Agricultural Secretary, as is now done, and 36 from the state and regional groups per their participation in the national program.

Joseph Westwater, speaking at the board meeting of MAMMA here Wednesday, said the National Dairy Board borrowed ideas from the National Milk Producers Federation Structure Committee proposals and made modifications to address some of the concerns of the National Dairy Board. While showing an organization chart to outline how the plan could work, Westwater said nothing was set in concrete and a great deal of discussion is going on at the present time.

In questions from the MAMMA board members after the presentation, the most concern seemed to be expressed about how the successful advertising campaigns from regional groups would be used in the national program. Westwater saw successful programs going both ways. "The national organization could plug into the regional group campaign and maybe picking up some of the development costs as well as national programs to be made available through the regional groups at reduced costs. This

would allow the National Dairy Board and the state and regionals a better way to budget their dollars," Westwater said.

Edward Peterson, the chief executive officer of United Dairies Industry Association discussed exciting research that includes two or three new products that will

greatly enhance the future of the dairy industry. With a new process called freeze concentration, you can extract the water from milk. This opens the potential of a whole new list of dairy products derived from milk. For example, they have a skim milk concentrate with one percent fat added that tastes like

cream. There is also a new high calcium milk that is all dairy products and tastes good. A new butter-like product spreads well, but has reduced calories and cholesterol in its content.

In the year ahead, the Advertising and Promotion Agency of MAMMA will be using a balanced

approach to bring together the many advertising elements necessary for a successful marketing year for the dairy farmers of Federal Order #4.

An estimated 70 percent of MAMMA's budget will be spent on advertising and promotion. The board allotted 15 percent, or (Turn to Page A18)

Lancaster Stockyards Plans Move

BY JACK HUBLEY

LANCASTER — If all goes as planned, one of the state's major livestock markets will be operating from a new location next year at this time.

Lancaster Stockyards, Inc., has announced a proposal to sell its 21-acre facilities at the corner of Marshall Ave. and Lititz Pike in Lancaster to Lanecor Associates, a real estate development company with offices in Lancaster, Pa., and Toledo, Ohio.

According to Lanecor's managing partner Joe Deerin, the firm hopes to begin construction of a shopping center at the location within a year. The company hopes to complete the project by fall, 1988.

Both Deerin and Stockyards spokesman William G. McCoy stress that the sale is contingent upon a number of conditions. Foremost among those conditions is the livestock auction's ability to find a suitable relocation site. A zoning change would also have to be granted to permit

construction of the shopping center.

Neither party would divulge the selling price, but an article in the Lancaster New Era earlier this week reported the price tag to be \$4.125 million. This puts the cost of an acre of Stockyard ground in excess of \$192,000.

"We're just sitting on land that's too high to run a livestock market on," said McCoy, who serves as Lancaster Stockyards president.

McCoy noted that his firm is currently looking for a relocation site with "good accessibility to major arteries." Areas north, east and west of Lancaster near Routes 283, 222 and 30 would be considered, said McCoy.

McCoy pointed out that the move comes at a good time in the life of the century-old Stockyards. "It's an old facility that takes a lot of repair and upkeep," he said. "Looking down the road, we know we've got to spend...at

least as much (in repairs) as going to another facility."

McCoy said his firm hopes to consummate the sale within a couple of months. He anticipates that Lancaster Stockyards will continue to do business at its present location throughout the rest of 1987.

The Stockyards official envisions erecting "a real state-of-the-art facility," on about 10 acres of land. McCoy hopes to make the transition "without losing a market day. There's three generations of commission firms that have been doing business here since the turn of the century," McCoy summed up. "I think our patrons will stick with us."

The largest livestock market in the state, Lancaster Stockyards is widely considered to be a price setter for East Coast cattle markets. The firm markets about 300,000 head of cattle, hogs, sheep and goats annually, with total receipts of \$100 million.

Auction Charged

WASHINGTON — The Department of Justice has filed a lawsuit charging a cattle auction house in Pennsylvania and its president with violating the Beef Promotion and Research Act of 1965, which is enforced by the Department of Agriculture. Assistant Attorney General Richard K. Willard, in charge of the Civil Division, said the civil suit charging Vintage Sales Stables Inc. of Paradise, Pa. and its president, L. Robert Frame Sr., was filed Tuesday with the U.S. District Court in Philadelphia.

The suit seeks to require the defendants to pay all assessments they owe under the Act and to permanently enjoin Frame from operating the cattle auction or any similar livestock market without complying with the Act.

The Act, together with the Order and Regulations promulgated under it, establishes a national industry-funded and operated promotion and research program designed to strengthen the beef industry's position in the marketplace.

The assessments are to be paid by cattle producers and importers and collected by, among others, any person making payment to cattle producers for cattle. These collection persons are to remit the assessment to the Cattlemen's Beef Promotion and Research Board, the organization established to administer the Beef Promotion and Research Order, or to a state beef council designated by the Cattlemen's Board.

The suit says that Frame, doing business as Vintage Sales Inc., is a collection person under the Act, in that he has been paying producers for their cattle since Oct. 1, 1966. The complaint alleges that he has refused to perform his obligation under the Act to collect assessments from the producers to whom he makes payment for cattle and to remit the monies to the Pennsylvania Beef Council, designated by the Cattlemen's Board to receive the assessments in Pennsylvania.

The complaint charges that as of Nov. 25, 1986, the amount the defendant should have collected and remitted was approximately \$16,304.

Vegetable Growers Urge Members To Support Research Program

BY SUZANNE KEENE

HERSHEY — Leaders in the Pennsylvania Vegetable Growers' Association this week urged members to support the Vegetable Research Program and encouraged them to offer suggestions for improving it.

"If we are to build a new program in the future or revise the old program, we need the support of the growers," said Robert Amsterdam during a session of the Pennsylvania Vegetable Conference held in Hershey this week. Amsterdam was hired by the Vegetable Growers' Association to talk with members about the research program and to find out why they are dissatisfied with it.

"We as farmers have got to get behind our own industry," Association president John Mason said. "We've got to continue to do more and more research to do a better job."

Such research is funded in part through the Vegetable Research Program. Passed by a narrow margin in 1984, the program assesses vegetable growers (farmers raising ten or more acres of vegetables with the exception of potatoes) an annual fee of \$1.50 per acre per year.

The money collected is placed in an independent account administered by the Pennsylvania Department of Agriculture at the advice of an advisory board consisting of vegetable grower representatives. The board solicits topics for research and decides on a research agenda.

(Turn to Page A22)



When it snows, many picturesque scenes can be photographed around Lancaster Farming territory. Here is one that Lancaster Farming's editor Everett Newswanger saw from Gap Hill on Route 30 at the corner of Hoffmiller Road. "We got a whole winter's worth of snow in the last week or so didn't we?"

Beef Promotion Program Outlined At Lancaster Cattle Feeders Day

BY JACK HUBLEY

LANCASTER — Cybil Shepherd says she's not sure she trusts people who don't eat burgers.

James Garner says vegetables belong in a salad and not on his shish kebab skewer.

Neither one of the above television celebrities appeared in the flesh at Cattle Feeders Day on Tuesday, but their presence in video form sooner or later transfixed most of the cattlemen in attendance at Lancaster's Farm and Home Center.

Compared to the slate of beef experts who shared the podium on Tuesday, it's a cinch that neither Shepherd nor Garner know beans about beef. But it's also a safe bet that either one could sell air conditioners to the Eskimos, and the Cattlemen's Beef Promotion Board is betting big bucks that the pair can pump some muscle into a flaccid beef industry.

The commercials featuring the two celebrities are part of a massive nationwide promotional machine fueled by the \$1-per-head beef checkoff program and overseen by the 113-member CBPB. Pennsylvania's representatives on the board are dairyman John Cope and cattleman Paul Espy. The Keystone State was fortunate enough to have Espy elected to a 20-member National Operating Committee responsible for determining the direction of the program.

While events such as Cattle Feeders Day have traditionally emphasized production, Tuesday's event departed from the standard format by showing cattlemen how the industry plans to increase demand for its product. Included was a panel

(Turn to Page A38)