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PA Poultry Federation Meeting Set

HARRISBURG — The future of the egg industry in Pennsylvania could very well depend upon producer knowledge and involvement in a national commodity check-off program better known as the Egg Marketing Order.

That's why the Pennsylvania Poultry Federation is sponsoring "A Town Meeting," Monday, March 16, 1987.

Labeled as one of the most important meetings of the decade, it is scheduled to begin at 7:30 pm. at the Lancaster Farm & Home Center in Lancaster, Pennsylvania.

The meeting will feature three prominent egg industry speakers: Christine Bushway, president of Northeast United Egg Producers; Mr. Ed Houston, chairman of the American Egg Board and vice-chairman of the Egg Marketing Order Committee; and Mr. John Snader, an egg producer from Fredericksburg, Pennsylvania who is affiliated with Dutch Country Eggs.

Each presentation will feature both general and individual aspects of the Egg Marketing Order, with an audience question and answer session immediately following the full program.

Refreshments will be served at the conclusion of the meeting.



Kristi Nash, the 1986 National Pork industry queen, finished her reign at the American Pork Congress speaking for pork products just like she did all last year. Kristi also helped crown the new 1987 national queen on Thursday evening.

This National Queen Speaks For Pork

Editor's Note: Indianapolis, Ind. — We caught up with Kristi Nash, the 1986 National Pork Industry queen, this week here at the American Pork Congress. Kristi was spending the last few days of

her reign promoting pork as she did all year. Of course, on Thursday evening a new queen was crowned. But on Tuesday morning Kristi Nash had these answers to our questions about the national

American Pork Congress Theme Upbeat

BY EVERETT NEWSWANGER
Managing Editor

Indianapolis, Ind. — The beat was up here at the 1987 American Pork Congress this week, and it was more than whistling in the dark. Everyone from farmer producer to exhibitor to the national pork queen was ready to proclaim the "On The Move" theme to signify an industry in motion and involved in change. In the executive committee's report, Ron Kahle elaborated, "The past year has brought many changes to the pork industry. The start-up of the new 100 percent checkoff was perhaps the most dramatic single event. It represents a major breakthrough for the nation's pork producers. And I am pleased that it has started off well with fewer than anticipated refunds," Kahle said. "The smooth start-up did not just happen.

"I am pleased," Kahle said, "to be able to report that the executive committee and the members of the pork board have already developed a good working

relationship that I am convinced will mean the development and implementation of meaningful, cost-efficient programs and projects on behalf of the nation's pork producers for many years to come."

One of the main features here was the introduction of "The Other White Meat" promotional program. Peggy Fleming, acting as spokesperson for the pork industry, provides a positive image according to industry leaders.

Pork will have a light new image in the breakthrough 1987 campaign designed by the National Pork

FLASH: Karine Boyum, Hayfield, Minnesota, was named the new 1987 National Pork Industry Queen. Karine and her family have a farrow-to-finish hog operation that features Yorkshire, Hampshire and Duroc crossed hogs. Producers Council. Recent consumer and industry changes have been taken as signs that the time is right for an aggressive, powerful message capable of cutting through the clutter. The theme's objective is simple, to cause consumers to think about pork in a new and positive way with all the benefits of white meat plus pork's unique taste appeal.

As a producer-funded program, the other white meat received

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National Corn Growers VP Calls For Increased Exports

BY JACK HUBLEY

CARLISLE — National Corn Growers Association vice president Al Tank says that Washington is so preoccupied with the Iran arms scandal that little meaningful work is getting done on the legislative front.

The keynote speaker at the Pennsylvania Master Corn Growers' Association conference held here on Tuesday, Tank told growers not to expect any substantial changes in farm legislation until after next year's presidential election.

Following the Iranian situation, other issues putting agriculture on the back burner are the \$180 billion federal budget deficit and the \$170 billion trade deficit. But Tank did predict quick action by Congress

on the financially troubled Farm Credit System. "The system is in a serious financial situation, at least in most parts of the country," he said, predicting that Farm Credit legislation would be up for congressional vote by Easter.

Turning to corn, Tank pointed to exports and alternative uses as solutions to the surplus, which may

reach a record 5.7 billion bushels by September, according to USDA projections. "If you can have healthy exports you have a significant key to the puzzle," Tank said.

While corn exports topped out at 2.4 billion bushels during the late 1970s, Tank said that exports this year may only reach 1 billion

bushels. "We have to have that export market," he emphasized.

While the livestock sector's corn usage remains relatively stable, several alternative uses offer dramatic potential for absorbing production, said the speaker. A new corn derivative called CMA shows promise as a substitute for road salt and offers the advantage

of being noncorrosive to roads, bridges and automobiles.

Using corn in the production of aviation fuel could account for up to 800 million bushels, or about 10 percent of the nation's annual production, Tank pointed out.

Another promising avenue involves burning ethanol in com-

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Alpheus Ruth Honored At Testimonial Dinner

BY MARTHA J. GEHRINGER

HARRISBURG — Nearly 200 people gathered to honor Alpheus Ruth, former president of Lehigh Valley Farmers and a nationally-known leader of the dairy industry Tuesday night here at the Americana Host Inn.

Ruth, who retired from Lehigh Valley Farmers board of directors after 27 years of service, received a check for \$6,350 to establish a dairy scholarship at Delaware Valley College in Doylestown. William Stout, former general manager of Lehigh Valley Farmers, presented the check to Ruth in recognition of his contributions to the cooperative movement.

Ted Heck, master of ceremonies, noted that Ruth joined the board in 1960. At that time farmers received \$5.60 per hundredweight for their milk. Ruth assumed the presidency of the Allentown based cooperative in 1968. "He is comfortable in the barn or the board room," Heck said. He added, Alpheus lists his greatest accomplishment as being as farmer.

Using the theme of "A man for all seasons," several friends commented on Ruth's long career.

Norman Sollenberger, former secretary of Lehigh Valley Farmers, said, "He is a man who takes

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William Stout (left) presents Alpheus Ruth with a retirement gift at a testimonial dinner in Ruth's honor. Ruth retired from the board of directors after 27 years of service to Lehigh Valley Farmers.

National DHIA Convention Begins Monday

PHILADELPHIA — Over 500 people are expected to attend the National DHIA Convention and Trade Show slated to begin on Monday here at the Adams Mark Hotel.

A Biotechnology Conference held in conjunction with the convention runs from noon March 9 to noon March 10. The second

day features discussions on somatotropin.

The meeting concludes Thursday, March 12 with the annual banquet. Dick Verneil, former head coach of the Philadelphia Eagles, will be the main speaker.

Registration for the conferences will be accepted at the door.