

Mushroom Growers Plot Promotion Campaign

HARRISBURG - A major campaign to boost the sale of Pennsylvania mushrooms got underway in six major eastern cities in February, reaching some 3 million people.

The promotion, sponsored by Pennsylvania mushroom growers, the American Mushroom Institute and the state Department of Agriculture, was launched before Valentine's Day with the theme "Mushrooms Are for Lovers." Agriculture Secretary Boyd E.

Wolff said press kits containing news releases, recipes, and nutritional and background information were distributed to the news media in Boston, Washington and Philadelphia, and Buffalo, Syracuse and Ithaca, N.Y.

Wolff said contacts were made with daily and weekly newspapers, radio stations, and business and prestige publications. Three-pound boxes of fresh mushrooms were also delivered to the desks of food editors at the larger newspapers

and radio stations.

The campaign received an additional boost through a Wall Street Journal article explaining the program.

Two more promotions will follow this year. A "Mushrooms Are For Movers" campaign will appear in May, the peak month for advancements and transfers in business and industry. "Mushrooms Are For Celebrations" in September will coincide with the observance of

American Mushroom Week and the Mushroom Festival in Kennett Square, the Mushroom Capital of the World.

The campaigns are prepared by Ketchum Public Relations, Pittsburgh Group, under a one-year contract with the Agriculture Department. The American

Mushroom Institute and mushroom growers are matching funds with the Department of Agriculture to finance the program.

Statistics show that 44 percent of all fresh mushrooms sold in the United States are produced by Pennsylvania growers.

Sen. Helfrick Named To Committee

WASHINGTON, D.C. - Senator Edward W. Helfrick has been named a member of the Agriculture, Food Policy and Rural Development Committee of the National Conference of State Legislatures.

The Committee is one of 10 standing committees in NCSL's State-Federal Assembly. The SFA is NCSL's policymaking body and sets the agenda for the Conference's lobbying efforts before Congress, the White House and federal agencies. The SFA meets three times a year to meet with federal officials and develop recommendations on a full range

of national issues that affect state-federal relations. Issues high on the committee's agenda this year include the farm credit system, possible changes in farm programs and groundwater.

Helfrick represents the state's 27th Senatorial District and is from Elysburg.

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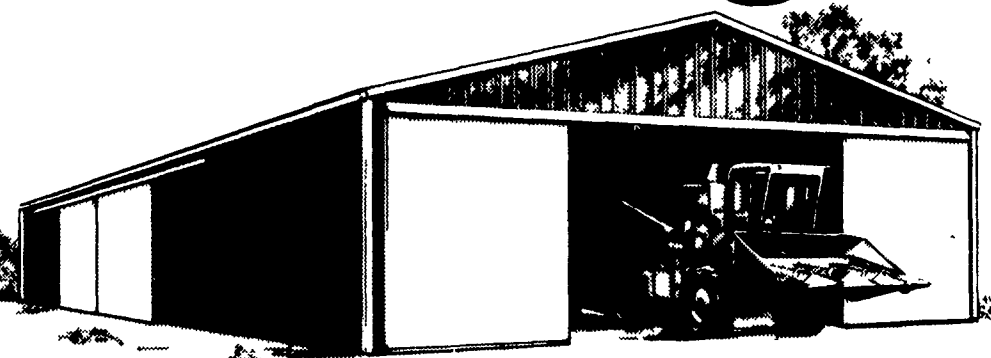
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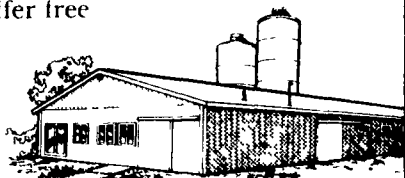
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