

# Commodity Marketing

(Continued from Page A1)

(D-199th, Adams, York and Cumberland Counties) and Samuel E. Hayes, Jr. (R-81st, Blair and Huntingdon Counties). The bill is now being sent to the Governor.

"This is an historic act for the farmers of Pennsylvania: they will control not only the marketing contracts that advertise their products to the public; they will also control the marketing personnel," Representative Broujos stated.

"We anticipate that the apple growers will immediately petition for a referendum to start up their marketing program, since marketing is a major part of the total farm economy," Representative Hayes stated.

Since the apple growers in the summer of 1985 terminated their marketing program with the state, as a protest against loss of control through an administrative decision, the fruitgrowers, milk producers, and other commodity growers have sought legislative relief to give them a stronger voice

over a program which they fund from an assessment on their products.

"We are confident the Governor will sign the bill, since he campaigned on the issue in support of the farmers and has been active in amending the bill to improve its effectiveness," Representative Broujos stated.

Major changes, in addition to contract and personnel control, are the Secretary is made a member of each commodity board; an annual audit and report are required; purchase and contracting procedures are spelled out; and compensation of marketing board members is increased to \$100, the first increase since 1968.

All major farm groups, such as The Pennsylvania Horticultural Society, Pennsylvania Farmers Association, Pennsylvania Farmers Union, The Grange, and fruitgrowers have supported the bill.

PFA President Keith Eckel praised the General Assembly for

ARLINGTON, Va. — A compromise proposal to unify and restructure the dairy industry's advertising and promotion efforts was approved by the National Milk Producers Federation's Dairy Promotion and Research Structure

passage of the legislation. He said, "Nearly 400 of our members visited their legislators in Harrisburg earlier this month in support of important farm legislation including House Bill 62. The bill renews the spirit of cooperation between the State Department of Agriculture and fruit and vegetable producers in the operation of commodity promotion and research program. It gives control of the programs back to the farmers who support the assessments. We encourage Governor Casey's signature on the legislation."

# NMPF Approves Plan To Unify Promotion Groups

Committee this week. The group met in Chicago on April 20. "The next step is to have attorneys draft the language to implement necessary changes in the order," Jim Barr stated. Barr is NMPF's Chief Executive Officer.

The plan calls for one board, one staff and one chief executive officer. The board would have up to 36 members who are representatives of state and regional promotion organizations. This would be in addition to the 36 currently authorized.

A concept of five areas of qualified expenditures will be used in seating directors. Those points include:

- Cash money including pooling similar to the DPFA pool, which could be earmarked.
- Program developed on the national level and implemented on

the local level by local units.

• In store promotion, food service, etc., developed by the "national" program.

• Nutrition Education-implementation expenses would be credited if the program was developed on a national level (N.D.C.).

• Product Research — any research funds, to be credited, must be sanctioned by a national clearinghouse.

To have Board representation, each state and regional promotion unit will be required to contribute to the total state and regional allocation on the promotion corporation budget.

A transition team has been named and will be made up of representatives from NDB staff, UDIA staff, regional and state promotion organization managers, producers from NDB and NMPF, NDB's President, Ivan Strickler, and NMPF's Structure Committee Chairman, Herman Brubaker. COW was invited to participate but has thus far declined.

The plan is the result of nearly a year and a half of effort initiated by NMPF at the request of its members. The restructuring will bring together under one organization the programs that were previously developed by two organizations, the National Dairy Promotion and Research Board that was authorized by federal legislation in 1983, and the United Dairy Industry Association which has worked with local, state and regional promotion groups for 15 years.

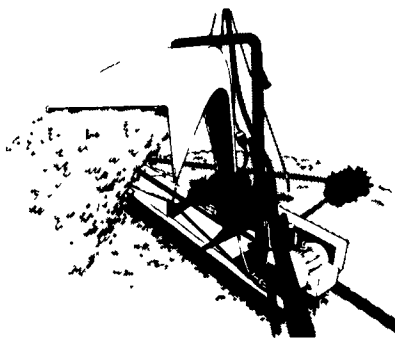
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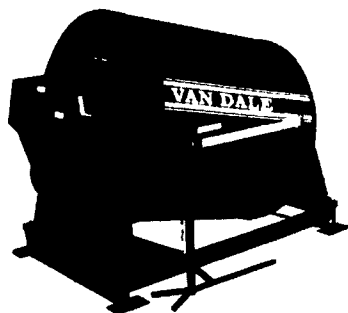
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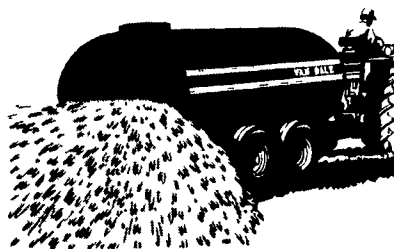
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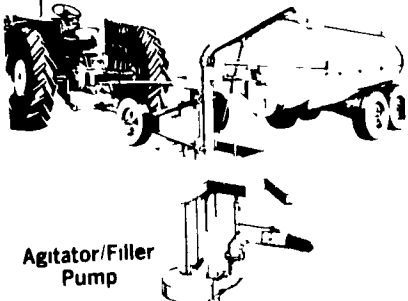
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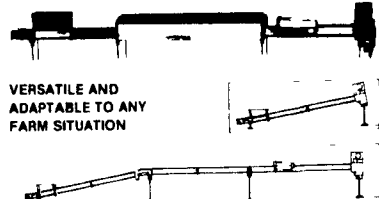


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