

Program to Help with Finances

STATE COLLEGE—With a \$10,000 donation from the Pennsylvania Young Farmers Association and a \$10,000 grant from the Pennsylvania Department of Education, Penn State is beginning a statewide program to help farmers with farm financial management.

The College of Agriculture has developed a computerized farm management education program to be used by high school vocational agriculture teachers and extension agents who work with adult farmers. The contributions from the state and the PYFA will fund a part-time position for an educational coordinator, beginning in September.

The computer program has been accepted by Penn State's Cooperative Extension as a way to make farm management education as uniform as possible statewide, says Don Mincemoyer, instructor of agricultural education at Penn State.

With the program, farmers will be able to analyze their farm financial records over the past few years

and make projections for future years. Vocational agriculture teachers and extension agents are being trained to help farmers use the program and to interpret the results. The computer program will accept data from any computerized financial record-keeping program, Mincemoyer says.

The College worked with the Pennsylvania Farmers Association and the Farm Credit System, as well as private entrepreneurs, to develop a program that would support the record-keeping systems of these organizations.

Merril Brofee, a former Perry County dairy farmer and one of the initial users of computers on the farm, assisted in developing the program.

"The farmer will be able to calculate his cost per unit of production, then look at the market and decide if he can continue to produce with a margin of profit," Mincemoyer said. "The program will give him ratios and factors, such as what percentage of his gross income must go toward paying

interest on loans. With this information, he can begin to analyze his business, and make decisions that may improve it."

The new program will provide a link among the farm industry, Cooperative Extension and agriculture in the schools, Mincemoyer said.

The Pennsylvania Young Farmers Association presented the \$10,000 check to Dr. Lamartine F. Hood, dean of the College of Agriculture, on the Penn State campus on June 28. "I hope this program will be of benefit to all of the farmers of Pennsylvania," said Ron O'Neil, president of the PYFA.

"Penn State is always anxious to develop materials that will be helpful in farm management education," Dean Hood said. "This donation will help to support our efforts."

Dr. Samuel Curtis, head of the Department of Agricultural and Extension Education, said the ability to manage finances is one of the



Dr. Lamartine F. Hood (left) accepts a check for \$10,000 from Ronald O'Neil to initiate a statewide program to help farmers with farm financial management.

most critical factors in farming. "You've made an investment in agriculture that is every bit as

important as investing in seed or a tractor," he told the PYFA members.

Lanco Roundup

(Continued from Page A21).

Senior Yearling

- Angela Spickler
- Junior and Reserve Champion
Angela Spickler

3-Year-Old

- Dee Martin
Senior Champion
Dee Martin

Grand Champion Owner-Breeder

- Angela Spickler
Showmanship Contest
1st Year Division
Champion

Justin Howes

Reserve Champion

Reuben Kennel

Junior Division

Champion

Matthew Welk

Reserve Champion

Matthew Kolb

Senior Division

Champion

Janice Garber

Reserve Champion

Nikelle Wivell

Calf Dressing

1 Holstein Club

SYRACUSE, N.Y. — The American Dairy Association and Dairy Council is airing two new radio ads directed at the teen market in order to help promote milk's healthy benefits. The ads are parodies of rock and roll tunes from the 1950s, a campaign strategy which has had great success.

The two new radio spots, "Chantilly Milk" and "Milkety Milk" are 60 seconds in length. They use the tune of "Chantilly Lace" and "Yakity Yak," originally recorded by the Big Bopper

and the Coasters. While the music remains the same, the lyrics have been changed to promote the benefits of milk.

According to ADADC Executive Vice President Brian Ward, "use of popular 50s and 60s tunes in our milk ads has helped us break through the clutter on teen radio stations. Our research has shown that these ads are easily remembered by our teenage listening audience."

Commercial testing conducted

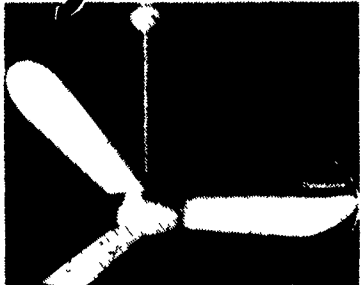
by an independent research firm indicated that 35 percent of teenagers recalled the "Chantilly Milk" commercial within simulated radio programming. This recall level among teenagers is approximately double the average recall scores achieved for all beverage commercials tested by the firm.

ADADC will place the new radio ads on stations located in its top markets. This would include areas such as Manhattan, Scranton, Albany and Buffalo.

Teens To Bop To Milk Tunes

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TM SPECIFICATIONS

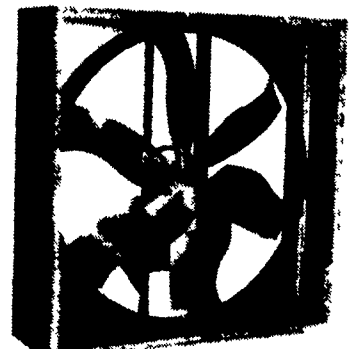
Sweep	56"	RPM bottom speed	90
Downrod	30"	Amps at bottom speed	0.22
Watts Consumption full	82	Air delivery (CFM	
Volts-amps at full speed	84	full speed	16,500
Power Factor	0.95-1	Maximum air velocity	
RPM at full speed	280	Ft./M.	650
Amps at full speed	0.38	Gross Weight	32 lbs.

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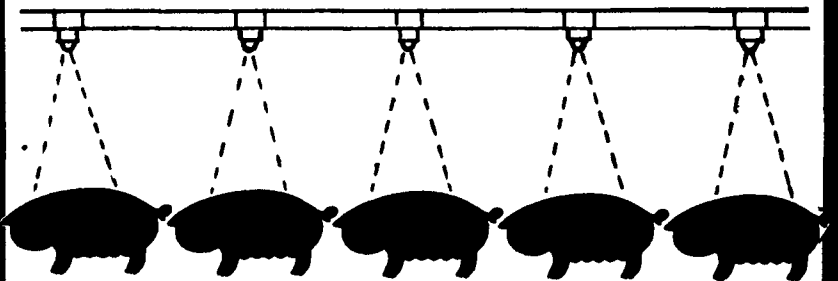
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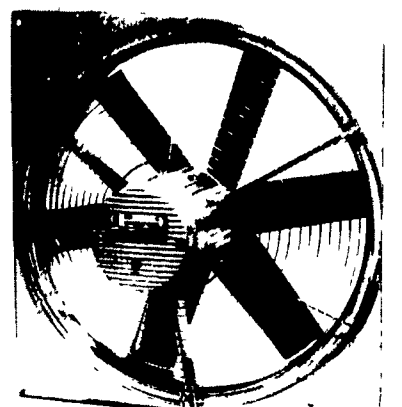


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