

# Dairymen Sponsor Halloween Treats

HARRISBURG—Halloween could be a lot safer this coming October in some parts of Pennsylvania.

As an alternative to going door to door, trick and treaters will be invited to upbeat Halloween parties staged at shopping malls by local dairy promotion groups and the Pennsylvania Dairy Promotion Program.

The Halloween promotion, okayed at PDPP's July meeting, is part of a how-to book on mall promotions being prepared by the Kelly Michener agency for local promotion groups.

PDPP Board Chairman Jim Harteis, and the other advisory board members, were impressed with the "Make it Safe" theme.

"We should go with it now," the Cambria county dairyman said in urging the PDPP staff to prepare some guidelines for such Halloween parties.

Shopping malls and local dairy promotion groups would co-sponsor the events.

Cathy Farmer of Kelly Michener told board members that milk and cookies could be served, prizes given for costumes and mall

merchants approached for Halloween treats. Local dairies also could be asked to participate, she said.

"Mall promotions move dairy products," board member Elder Vogel of Rochester noted. A mall ice cream parlor and cheese merchant saw sales increase dramatically during a recent dairy promotion in his area, he said.

"Publicity potential of Halloween promotions is tremendous," pointed out board member Janet Burkholder of Chambersburg.

In other action the board

•Okayed six side panels for milk cartons that feature recipes for everything from homemade ice cream to cheese footballs. Panels will be offered to state dealers.

•Learned from state coordinator Janet Harding that Pennsylvania has 42 dairy princesses for the 12 months, four more than the past June-July period. There are also 37 alternates. "We have a super bunch of people working this year. We should have a lot of results," she said.

•Received more good news on White Lite's expanding market.

Major food chains and out of state promotion groups have indicated interest in marketing the 2 percent milk, Pittsburgh ad executive Barbara Graettinger reported. Board member Jim Turner, also Pittsburgh, said the 2 percent White Lite will be packaged this fall in 8-ounce cartons for school lunch programs.

## Del Val Names New Dairy Superintendent

DOYLESTOWN — Delaware Valley College has named a new superintendent to head the College's dairy operation.

Jesse Howe, 28, a former artificial insemination technician for Atlantic Breeders' Cooperative, which is headquartered in Lancaster, PA, began his duties recently at the 132-head DVC dairy farm next to the College's main campus on Route 202. He will be responsible for all aspects of the operation of the farm and the herd, which is made up of Holstein, Ayrshire and Brown Swiss breeds, all registered.

Howe replaces Paul Knight, who left the post to return to his

own farming operation in York County, PA.

Howe, who earned an Agricultural Science degree from Penn State in 1986 and an associate's degree from Alfred State College, NY in 1981, will live on the dairy farm with his wife, Michelle, and their son Richard. Howe is a native of Geneseo, NY.

"I'd like to continue to keep milk production at the level it is now," he said of his primary goal as dairy superintendent. His secondary goal, he said, is to keep oper-

ating costs low.

A former student farm manager at Penn State's student farm, Howe reported that approximately 60 cows provide an average yield of 22,000 pounds of milk per cow for the year — an impressive figure for dairy yields.

Howe's interests, outside of livestock and farming, include hunting, camping and traveling. Until his new job took too much of his time, he also maintained a small high-tensile fence installation business.

## E-Town Starts Fair Season

The Elizabethtown Fair will kick off the Lancaster County community fair season on August 25. The annual event is now in its 14th year and all indications are that the fair will be even bigger and better this year.

Grownups and children alike will enjoy the animal exhibits and judging. Fair entries include rabbits, swine, sheep, beef, dairy cattle, dairy goat, and horses. The supreme champion will be announced Thursday, August 27 at 7 p.m., followed by the sale of champions at 7:30 p.m.

All domestic entries should be registered no later than Monday, August 26. All entries will be received at the Elizabethtown Brethren in Christ fellowship hall

adjacent to the fair grounds. The hall will be open 9 to 9. Entry numbers may also be picked up Saturday, August 22, 9 a.m. to 12 noon at the fair office.

Exhibits in the fellowship hall will feature vegetables, fruit & nuts, home & dairy products, canned or dried products, floral exhibits, needlecraft, art, photography, and crafts.

Judging of the domestic exhibits will take place Tuesday, August 25 from 9 a.m. to 5 p.m. Special events will include a sheep-to-shawl competition, arm wrestling contest, baby photo contest, big wheel bike race, and garden tractor pull.

The Elizabethtown Fair is fun! It's hometown spirit at its best.

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