

October 31 Deadline For Dairy Promotion Funds

Pennsylvania Dairy Promotion Program has issued a "last call" on applications for local promotion grants for the first half of 1988, according to PDPP Program Coordinator Lolly Long. The deadline is October 31.

Ms. Long pointed out that a two-tier funding method will be used for the first time.

Upon application, she said, a \$200 grant will be made available immediately to the qualifying organizations to purchase dairy products and other supplies needed for retail sampling promotions. All other grants will be made on a 50-50 matching basis.

Long noted that such matching funds may be used to purchase milkshake dispensers, storage cabinets, and other equipment used to dispense or merchandise

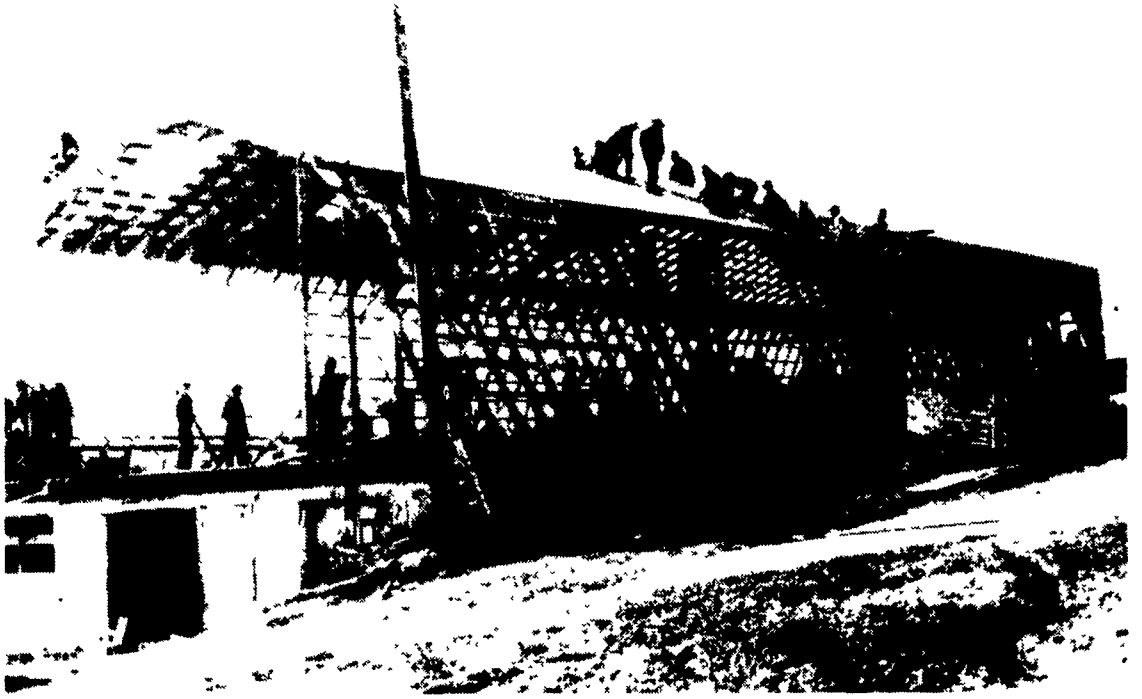
dairy products. One stipulation, however — all profits from such investments must be used for future dairy promotions.

To qualify, the local group must be a milk producer organization or a non-profit committee supervised by dairymen.

All established promotion groups have been informed by mail of the deadline and policy changes, Long revealed.

Others interested in building local milk sales are advised to telephone Ms. Long immediately at (717) 787-6903 for complete guidelines and application forms.

Over 4,000 state dairymen contribute \$2,000,000 annually to the Pennsylvania Dairy Promotion Program for dairy advertising, promotion and research.



Friends and neighbors joined forces Tuesday to "raise the roof" on the barn of Charles Kreider near Mt. Joy. Kreiders' barn was destroyed by a fire in August.

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