

Babies And Sundaes Top Dairy Promotions



Tunnel out if you have to,

Babies will be big in local dairy promotions this year, according to Promotions Director Lolly Long of the Pennsylvania Dairy Promotion Program. She reports that nine local committees will kick off June Dairy Month activities by honoring the first babies born in their counties.

The nine were among 41 local dairy promotion groups to receive \$30,504.25 in PDPP grants and matching funds for the January-June period, Long said.

Outright grants of \$6,847 were made for the first time this year for promotion supplies. Grants were limited to \$200 per committee. Matching funds of \$23,657.25 were made on a 50-50 basis.

Giant ice cream sundaes ran a close second in promotion popularity, Long noted. Seven counties plan to make them, with Armstrong county getting a head start in April.

The grass roots committees prove that the fabled Madison Avenue ad agencies have no lock on creativity. A giant banana split will catch public attention for the Columbia-Luzerne committee, frozen yogurt will be the mall treats of Blair county promoters and a 100 foot cheese sub will headline a dairy promotion in Erie county.

Fotter county will sponsor a "milk spotter" promotion this coming spring, and Adams county a "dairy shopper stopper."

For the health conscious, a nutrition program is set in Jefferson county and a "Health Fair" in Clearfield county.

The athletically inclined will match their skills in a 10 kilometer "dairy dash" in Tioga county, 8K race in Juniata county, triathalon in McKean county and a "Real Pull" (tug of war) in Beaver-Lawrence counties.

In Juniata county, the dairy promotion committee wouldn't settle for just a June baby promotion. In January, it also wel-

comed the first baby of the new year.

Two county promotion committees will use matching funds to purchase and outfit dairy stands. Chester county dairy promotion committee received \$2,000 towards its "Mobile Dairy Barn" and the Lebanon county group \$1,283.01 for its "ice cream and milk shake wagon barn and trailer."

Here are the 41 committees, their promotions for the first half of 1988, and total sums received from Pennsylvania Dairy Promotion Program:

Adams County Dairy Promotion-- radio advertising, first June baby, essay contest, Country Times, Dairy Shopper Stopper and mall promotions. \$744.50.

Armstrong County Dairy Princess-- Giant sundae, cheese samples, milk and cookies break. \$200.

Beaver-Lawrence Dairy Promotion-- School promotions, farm/non farm meeting, Real Pull (tug of war), dairy baskets, giant sundae store promotion. \$725.

Bedford County Dairy Promotion-- store promotion/giant sundae. \$200.

Berks County Dairy Promotion-- Store promotions. \$200.

Blair County Dairy Promotion-- Coloring contest, radio advertising, ice cream party at school, first baby in June (four hospitals), 100-foot cheese sandwich, frozen yogurt at malls. \$917.50.

Butler County Dairy Promotion-- Radio advertising, mall promotions, \$300.

Centre County Dairy Promotion-- Radio advertising, recipe brochure, first baby in June, mall promotion, school visits, radio trivia, newspaper advertising \$1,387.80.

Chester County Dairy Promotion-- Capital investment for mobile dairy barn. \$2,000.

Clarion County Holstein Club-- Radio

(Turn to Page A21)

Cornell Cooperative Extension To Host Statewide Livestock

ITHACA, N.Y. — A statewide symposium to help livestock producers in New York State become more competitive in raising beef, swine and sheep will be held at the Syracuse Sheraton Inn on February 24 and 25.

The New York Livestock Symposium will focus on business management, according to symposium chairman, Danny G. Fox, a professor of animal science and a beef specialist in the College of Agriculture and Life Sciences at Cornell University. The sponsor is Cornell Cooperative Extension.

A highlight of the program will be a presentation by Donald Butcher, commissioner of the New York State Department of Agriculture and Markets, who will discuss the state's programs to support New York's livestock industry on February 25.

The symposium will begin at 10 a.m. on the 24th with talks by Cornell specialists on extension programs to boost the sheep, swine, beef cattle and meat industries. Also featured will be a talk on "Prescriptions for Carcasses to Meet the Consumer's Demand."

The afternoon program will cover management programs for beef, swine and sheep industries. Topics include:

- Controlling production costs to achieve profitable beef cow-calf operations.

- Characteristics of feedlot enterprises in New York State with potential for economic success.

- Bull test, pasture management systems, computer software and tele-marketing of feeder cattle to help beef pro-

ducers maximize profitability.

- New York State's swine industry today and tomorrow.

- Impact of new technology on future swine enterprises.

- What's ahead for the small, medium or large swine enterprises.

- The National Sheep Improvement Program, a new sheep production records system.

- Creating demand for lamb.

- New efficient lamb production systems.

The Feb. 25 morning session will feature presentations on livestock price cycles and risk, futures and options, and how to establish and manage a hedge against risk. These talks will be followed by a panel discussion on risk management.

Scheduled out-of-state speakers include Donald Orr, vice president of United Feeds Co. in Decatur, Ind.; Robert Van Stavern, a meats extension specialist with Ohio State University; James Bruce, a lamb and wool marketing specialist for the American Sheep Producers Council in Denver, Colo.; Michael Orndorff, a commodity broker with the Pennsylvania Farmers Marketing Association; and Ronald Manley, a marketing specialist also with the Pennsylvania Farmers Marketing Association.

For information about registration, contact David Weaver, regional Cooperative Extension specialist, 21 Grove St., East Aurora, N.Y. 14052, or local county extension offices. Weaver can be reached at (716) 652-5453.

make a change if you must,

