

Human Society Reps To Address Penn Ag Convention

GETTYSBURG — Gail Black and Nancy Wathen, D.V.M., representing the Humane Society of the United States, will be two of the guest speakers at PennAg Industries Association's 110th Annual Convention. This year's convention will be held at the Gettysburg - Sheraton Inn from Sept. 18-20, 1988.

Ms. Black, who attended the University of Texas, Grayson County College, and the University of Colorado, is a Research Asso-

ciate in the Farm Animal and Bioethics Division at the Humane Society of the United States. Prior to joining the Humane Society, she was a Sales and Marketing Representative for Organic Farms, Inc., Beltsville, Maryland. She also was a Consultant in Sustainable Agriculture, working with farmers, manufacturers, wholesale distributors, certification programs and associated organizations to create local ecological food systems.

Dr. Wathen received her Bachelor of Science and Doctor of Veterinary Medicine from Michigan State University, East Lansing, Michigan. She also received a Master of Education in Community Mental Health Counseling from Northeastern University, Boston, Massachusetts. She has technical expertise in such program areas as animal welfare, brucellosis and avian influenza and was the recipient of a \$1000.00 award from the Deputy Assistant Secretary, USDA for her leadership role in the Avian Influenza Task Force, Lancaster, PA, which seriously threatened the U.S. poultry industry.

The speakers will be addressing farm animal abuse and will discuss the Humane Society's recommended humane standards for rearing livestock, poultry and dairy animals.

For further information, please contact PennAg Industries Association at (717) 733-2238.

Dairy Promoters Attend Seminar

SYRACUSE, New York — Dairy princesses, alternates and maids from 35 counties across New York State recently participated in a three-day dairy training seminar at the SUNY-Morrisville campus. The event, sponsored by the American Dairy Association and Dairy Council, Inc. (ADADC), provided the participants with valuable information concerning local and national dairy promotions as well as hands-on work experience.

Professionals from various agricultural businesses shared their knowledge of writing press releases, public speaking, nutrition and supermarket display case organization with the young promoters. The instructors even tested the promoters within the workshops by having them prepare their own press releases, give impromptu speeches and answer dairy-related questions.

For the first time, the group was exposed to dairy case management. The seminar given was a smaller version of the one ADADC presents to management personnel at the supermarket level. The one presented to the seminar participants discussed the tech-

niques behind dairy case management such as setting up displays to increase impulse purchases, product and case care along with general product knowledge.

"There is a lot more to a dairy case than people realize," said dairy princess program coordinator Shirley Griffith. "There is a definite psychology to where things should be placed."

The knowledge the young promoters received will be put to good use throughout the year as they visit local supermarkets. They will know how to rotate dairy products and which ones to use when doing a promotion.

The dairy princesses will be able to test the skills they obtained at the seminar when they compete for the 1988-89 State Dairy Princess title. The state pageant follows the seminar each year. This year's pageant is being held at SUNY Cortland on August 18 and 19.

The dairy princess program is one of a variety of promotions used by ADADC to increase the use of milk and milk products. ADADC is a dairy promotion organization representing 20,000 dairy producers from New York, New Jersey and Pennsylvania.

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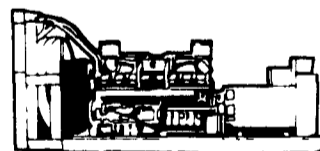
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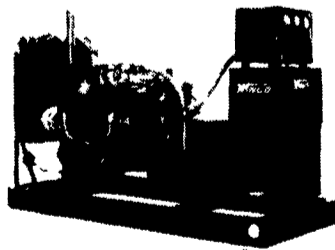
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