

Scott To Be Honored At ADADC Annual Meeting

SYRACUSE, NY — The American Dairy Association and Dairy Council's (ADADC) current spokesperson, Willard Scott, America's best-known TV weatherman of the "Today" show, will be the honored guest at their 29th annual meeting. The meeting will take place on Wednesday, February 22, 1989 at the Sheraton Inn in Liverpool, New York beginning at 10:00 a.m.

Now beginning his second year as spokesperson for ADADC, Willard Scott represents a strategic role, designed to create consumer impact and consumer continuity for the three major ADADC sales promotion events: the Spring Cheeseburger Days promotion, in conjunction with the Beef Council; the Summer Veggies promotion; and the fall "Kick Off the Season" cheese promotion.

But Scott, the six-foot-three and

290-pound weatherman, wasn't chosen to represent ADADC just because he's a well-known "small storm front" as the New York Times affectionately approximates, but because of his common interests with the dairy industry.

His "hometown" values shine through in "Willard's Weather" on the "Today" show in which he announces such things as county fairs, hospital fund raisers, local community events, as well as those very special acknowledgements of our senior citizens' 100th birthdays. And Willard's high esteem for "farm fresh products" is also evident in his cookbook "Willard Scott's All-American Cookbook," written prior to working with ADADC. In his cookbook, Scott states:

"... one of the most important

parts of my philosophy of eating involves the natural touch. As far as I'm concerned, nothing tastes quite as good as a potato freshly dug out of the ground, or a crisp ear of corn just off the stalk."

That goes for using real dairy products as well, according to Scott, "butter is what margarine would like to be." But he's not unfamiliar with the hard work it takes to produce farm fresh products, from milk to apples to green beans. Along with his wife, Mary, Willard owns a small 20-acre farm in Virginia.

Just as Willard enjoys announcing and congratulating people on their 100th birthdays on the "Today" show, he will be announcing a similar honor at ADADC's annual meeting.

ADADC has found historic dairy farms from New York, New Jersey and Pennsylvania, and Scott will be presenting them personally with a "Service to Dairy-ing Award," providing his schedule allows. Each of these three farms is over 200 years old and has been handed down through the same family. One of the historic farms is 311 years old!

With or without his toupee, Willard Scott remains a favorite performer and America's only stand-up weatherman. As Scott says, "I'm the last great cornball in America!" And it's that funny, witty charm and enthusiasm that makes you smile when you see his gaping grin and hear his signature opening, "Hi, folks, Willard Scott here!"

Lancaster Area Townships

To Hold Ag Security Meetings

LANCASTER — Information meetings for landowners and farmers about how to establish an Agricultural Security Area will be held Wednesday, February 22, 1989 at 7:00 p.m. in the Rapho Township Municipal Building on Colebrook Road, and Tuesday, February 21, 1989 at 7:30 p.m. in the West Hempfield Township Office on Marietta Pike in Silver Spring.

Karen Weiss, acting director of the Lancaster County Agricultural Preserve Board, will speak about the new process of establishing an Agricultural Security Area. An Agricultural Security Area is designated by landowners and Township Supervisors to strengthen "right to farm" laws and place some limitations on the condemnation of farmland. It also makes the farmland preservation options offered by the Agricultural Preserve Board and the new State farmland preservation program available to landowners and farmers.

Agricultural Security Areas will be established by the Township Supervisors when the landowners of at least 500 acres submit a petition. Each farm must be at least 10 acres but they do not have to be next to each other.

Landowners who would like to learn more about establishing an Agricultural Security Area are welcome to attend either meeting. Landowners who would like to attend a meeting in their township

Atlantic District

Locals To Meet

SOUTHAMPTON (Bucks) — The Everett, Cove-Bedford and New Enterprise Locals of Atlantic Dairy Cooperative District 21 will hold their annual dinner meeting Feb. 16 at 6:45 p.m. at the Breezewood Fire Hall.

Laura E. England, Atlantic's public relations manager, will be the guest speaker. England will report on cooperative business and dairy issues.

During the meeting, a 50-year membership plaque will be presented to the Charles Andrews family of Everett.

Atlantic Dairy Cooperative represents 3,800 dairy farm families in Pennsylvania, New York, New Jersey, Delaware, Maryland, Virginia and West Virginia.

may contact Karen Weiss at the Agricultural Preserve Board, 50 North Duke Street, Lancaster, PA 17603, (717) 299-8355, 8:30 a.m. to 5:00 p.m.

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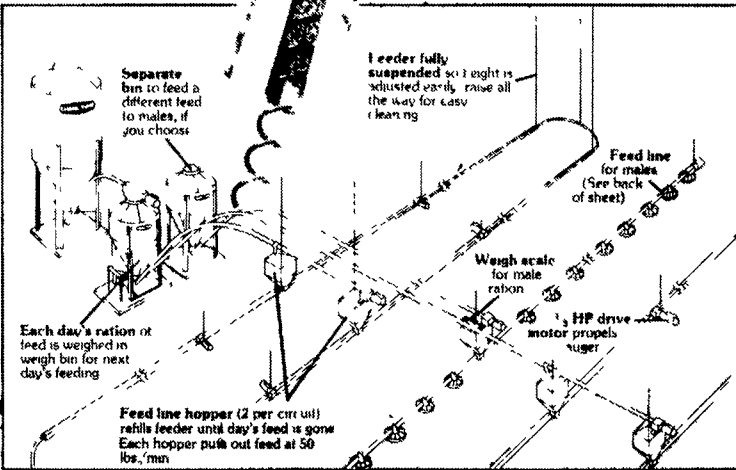
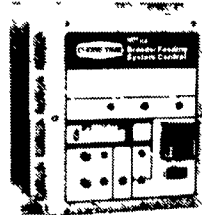
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