

Dairy Of Distinction Program Called Beneficial; Seeks 1989 Applications Now

(Deadline For Applications is April 15, 1989)

HARRISBURG (Dauphin) — The Northeast Dairy of Distinction farm beautification program rewards clean, well-kept farmsteads to help with consumer acceptance of dairy products in the store.

At the recent annual meeting of the Pennsylvania division here, State Secretary Paul Nichols reported an increase in publicity for dairymen created by the Dairy of Distinction program in 1988.

For example, James Brubaker of Mt. Joy, a Lancaster County winner, and State President Everett Newswanger appeared on a state-wide syndicated public TV program. Also a "Philadelphia Inquirer" reporter interviewed Newswanger and several Dairy of Distinction winners for a story. And the Pennsylvania Department of Agriculture sent a list of winners to all their news contacts across the state.

In 1987, Pennsylvania received 329 applications and chose 99 winners. In 1988, there were 229 applications with 94 winners. Letters of quality went out to all milk handlers. Two negative responses were returned.

Again in 1988, Governor Robert Casey declared a Dairy of Distinction week by signing a proclamation that was presented by State Ag Secretary Boyd Wolff at the reception for all winners at Ag Progress Days in August. At that time, LANCASTER FARMING presented color photographs to each Dairy of Distinction winner, too.



Edgefield Farms, owned by the Kenneth Rutt family, Quarryville, Lancaster County was one of the 94 state-wide winners in 1988. New applications for the 1989 program are now being accepted.

"Since we now have worked on the program for three years, the benefits have started to multiply," Newswanger said. "Not only does the extra favorable publicity in the general press help bring modern farm practices to the attention of urban people, it helps the farmer, too. Many winners use the

distinction to promote their own operation or to seek and hire farm labor."

And now is the time when additional dairy farmers may apply for the Dairy of Distinction award. Also farms that had applied in previous years but did not win are eligible to reapply this year. The Dairy of Distinction farms

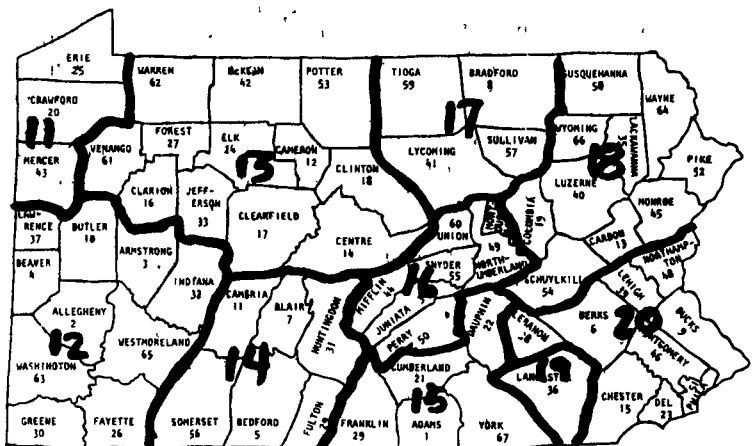
are automatically entered for rejudging along with the new applications to insure each designated farm maintains the standard of excellence required by the program.

Pennsylvania has been divided into 10 districts. Each district has been designated according to its number of dairy cows. Up to 10 farm awards per district may be given each year. Deadline for entry is April 15.

Judging takes place in the month of May and is based on the roadside appearance of buildings, grounds and surroundings. A local district team of judges visits each farm and uses a score sheet to rate each farm. In the Pennsylvania program, in addition to this team of judges, the sanitarian for the farm's cooperative or dealer-handler will be asked to be part of the judging process.

Winners receive a colorful, 18x24-inch Dairy of Distinction sign to be placed at the entrance to the farmstead. In addition, as in past years, an 11x14-inch color portrait of the farm will be given to each winning farm in the Pennsylvania program by LANCASTER FARMING.

The Dairy of Distinction program is a cooperative, widespread industry effort. Sponsors include: milk promotion groups, cooperative extension, State Departments of Agriculture, the Grange, Farm Bureau, producer groups and agribusinesses. The program is run by volunteers at all levels of the organization.



Pennsylvania Districts

Pennsylvania is divided into ten districts. Approximately 10 Dairy of Distinction awards will be made each year in each district. There is no cost to the applicant.

Pennsylvania area chairpersons are:

District II: George Wilcox; District 12: Wally Jackson; District 13: Jack Erway; District 14: David Myers; District 15: Sam Maclay; District 16: Bernice Gable; District 17: Kevin Barrett; District 18: Allen Roszel; District 19: Naomi Spahr and District 20: Russell Rooks.

As a winner, you will receive a certificate and a nice metal sign to put at the end of your farm lane. In addition, LANCASTER FARMING will present this year's winners in Pennsylvania with a color portrait print of their farm. If your farm is a winner, be sure you or your district committee takes a color photograph of your farm and sends the negative and proof to LANCASTER FARMING in time for the awards ceremony.

Application For Dairy Of Distinction Farm Beautification Recognition

Name: _____

Mailing Address: _____

Phone: _____

Cooperative or Dealer-Handler: _____

Location (driving directions for judging team): _____

County: _____

I hereby apply to the Northeast Dairy Farm Beautification committee to have my dairy scored in accordance with the rules of the program for the purpose of obtaining a DAIRY OF DISTINCTION sign to be displayed on my premises. (No producer will be charged with scoring or sign expense).

Signature of Owner or Operator

Return this coupon by April 15 to: Northeast Dairy Farm Beautification Program, c/o your area secretary. PENNSYLVANIA AREA: Paul Nichols, ADADC, 1853 East Third St., Williamsport, PA 17701. NEW JERSEY AREA: August Kinispel, RD 1, Box 325, Pittstown, NJ 08867. NEW YORK AREA: Evelyn Lightfoote, 3053 Depew Road, Stanley, NY 14561.

