

# Wolff Urges MAMMA To Join Promotional Partnership

HARRISBURG (Dauphin Co.) — Secretary of Agriculture Boyd E. Wolff said recently he hopes the Middle Atlantic Milk Marketing Agency (MAMMA) will eventually become part of the cooperative agreement between Pennsylvania's dairy promotion groups.

"Three of the four major dairy promotion groups have formed a partnership to better promote the sale of dairy products," said Wolff, "and that partnership is aimed at trimming the duplication of effort to spend farmers' promotional dollars wisely."

"It is still our hope that all four groups can team up to promote prosperity for the milk producers in the commonwealth."

## Pennsylvania Pork Producers

(Continued from Page A1)

industry could do more of. "Every time you turn on the radio, you hear about beef," he stated.

Huber currently works as the manager of a 200-sow farrow-to-feeder pig operation and 300-head finishing unit for White Oak Mills. He's been managing a unit for the company since before he graduated from Garden Spot High School a few years ago. Before that he gained experience working in an Amish farmer's 400-pig farrow-to-finish operation.

"I got interested in pigs when I was in 4-H," Huber recalled. "When I was a kid, my brother and I had big ideas that we wanted to go into farming. But my dad wasn't too thrilled, he has a trucking business."

Both Huber and his brother followed their dream, following different animal preferences though: his brother is a dairy farmer. A third brother, still in high school, hopes to join Huber in working with hogs.

Both a 4-H'er and FFA'er, Huber won several awards with his swine. He always exhibited the maximum number of market pigs allowed at each show, and at one point raised about 120 market hogs with his brother. He received proficiency awards in swine production from FFA and showed the grand champion hog at a Lancaster County 4-H roundup. Other FFA honors that Huber achieved include Star Greenhand, Star Chapter Farmer, Red Rose Degree, and Keystone Farmer Degree. In addition, he served the Grassland FFA chapter as vice president.

Currently the unit Huber manages in on an Amish farm, but he doesn't view the lack of electricity as a hindrance to his job. "People ask me how I do it without electricity," he said. "But I'm used to it. I'd worked for an Amish farmer before, and I use lanterns and propane for the heater and fan."

The hogs are kept in a renovated chicken house that has heavy curtains over the windows. The curtains roll up during hot weather to allow for cross ventilation.

Huber, who is paid a flat salary with bonuses based on production, has a weaning rate of 8 to 8½ and increasing, and a pigs per litter number of 10.

Being a Lancaster County native, Huber is concerned about pseudo rabies, and he hopes to learn more about national control measures while at the Institute. He also is looking forward to working with the Pennsylvania Pork Producers Council in promoting the industry.

The cooperative agreement signed June 16 becomes effective July 1, 1989. The American Dairy Association and Dairy Council, Inc. (ADA/DC) a New York not-for-profit corporation with an office in Syracuse, New York; the Pennsylvania Dairy Promotion Program (PDPP) with an office in Harrisburg; and The Federal Order 36 Advertising and Promotion Agency/Mid East United Dairy Industry Association (FO

36) with an office in Columbus, Ohio, are parties to the partnership. Under the pact, the three participating groups agree to divide promotional assessment monies and where possible, jointly develop advertising and promotional programs and share resources.

In a letter to MAMMA Chairman Bob McSparran, Wolff said, "The dairy product promotion organizations in Pennsylvania must continue meaningful discus-

sions toward a complete partnership.

"For the sake of all Pennsylvania dairy farmers, it is my hope the Middle Atlantic Milk Marketing

Agency will become a full partner as soon as possible, and then we can focus all of our attention and energy on effective advertising and promotion.

**MILK  
AMERICA'S HEALTH KICK**

**NEW**

**CHORE-TIME**

**SWISH**

**POULTRY  
WATERING  
SYSTEMS**

**for broilers**

**14 Houses Sold In The Last 6 Months!**

**Here Is Why Area Broiler Producers Are Switching To SWISH:**

- Growers Are Getting Best Results In Feed Conversion And Weight Gain With Swish Cups, And Earning Top Bonuses.
- The Patented Valve Is Reliable And Keeps The Cup Clean And Litter Dry.
- Swish Cups Are Designed To Provide Higher Volume, Fresher And Colder Water During Hot Weather.
- Swish Cups Are *LESS EXPENSIVE* Than Nipple Drinkers.



### Why our "Self-cleaning cup" performs best

**A** cup drinker is the most natural way for a bird to drink. Compared with a nipple, birds drink more water from a cup. This makes heavier birds.

And our cups perform better than other brands. We believe there are three main reasons for this:

1. On most of our systems, the water supply is thru a pipe at ground level, so the water stays cooler and much more refreshing.
2. Compared with "bell type" drinkers and others with standing water, our cups let each bird trigger its own fresh water, which

increases consumption since it's fresher, cooler, and more appetizing.

3. Other cups don't offer the unique "swishing action" ours do. So feed can accumulate and get other brands of cups dirty and packed with stale feed. Birds just naturally prefer a clean cup.

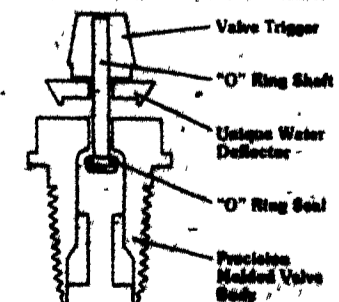
(See illustration in box at right for how our cup was designed to be the only self-cleaning cup available today.)

CHORE-TIME/SWISH - we believe it's the best watering system available.



Orifice (A) forces water onto "deflector" (B). Deflector (C) diverts it suddenly to bottom of cup with "swishing action" that suspends feed particles (D) so birds consume them right along with the water.

DESIGN PROTECTED BY U.S. PATENT



**CHORE-TIME SWISH** Self-Cleaning Cups Are Available In Continuous Lines or 8 Ft. Drinkers

**Get The Complete System - Feeding, Ventilation, Watering From  
Us, Your Authorized CHORE-TIME SWISH Master Distributor**

**Northeast  
agri  
systems**

**NORTHEAST AGRI  
SYSTEMS, INC.**

FLYWAY BUSINESS PARK  
139 A West Airport Rd.  
Lititz, PA 17543  
(717) 569-2702



**STORE HOURS:**  
Mon.-Fri. 7:30-4:30  
Sat. 8:00-11:30