

## Milk Producers From 27 States Honored As Ten-Year Equity Investors

## Roadside Campaign Promotes Milk To Motorists

REYNOLDSBURG, OH — The efforts of 120 milk producers to bring a market-oriented milk pricing system to the United States dairy industry were recognized June 16th at the Annual Meeting of National All-Jersey Inc. in Cedar Rapids, Iowa. The 120 were recognized for their long-time support and promotion of National All-Jersey's Equity Program.

National All-Jersey's Equity Program was started in 1976. It is funded by forward thinking milk producers. The Equity Program promotes the nationwide adoption of Multiple Component Pricing (MCP).

1988 saw much progress towards the furthering of Multiple Component Pricing. On April 1, 1988, the first Federal Milk Marketing Order implemented a MCP plan. Approximately 60% of the nation's dairy farmers are eligible to participate in voluntary MCP programs.

The 120 ten-year investors join 139 other milk producers who have previously been recognized. This year, National All-Jersey Inc. is recognizing the following.

**California:** Peter Bansen, Ferndale; Walter Brown, Hughson; Regli Jerseys, Ferndale; James C. Vantill, Ripon.

**Florida:** Winslow B. Fredrikson, Chipley.

**Georgia:** James I. Casey, Jr., Cedartown; Elmer J. Hershberger, Montezuma; Mountain View Farm, Perry Jordan, Chickamauga.

**Idaho:** Ralph & Lillian Ashton, Payette; Harold & Anita Bledsoe, Melba; Donald D. Heffner, Emmett; Pete Lizaso, Emmett; William & Barbara Mason, Buhl; Don Middleton, Nampa; Keith Mumford, Kuna; W.G. Priest, Jerome; Wayne Vassar, Nampa; U.S. Wood, Kuna.

**Illinois:** Melvin Graves, Dundas; Illinois Jersey Cattle Club; Robert Petrea, Iuka; Leo Thompson, Barry.

**Indiana:** Keith T. Painter and Family, Springport; Bryan Pell, Brazil; J. Ross Riggs and Family, Danville; Scott Alan Snider, New Paris; Stephen H. White, Bradley and John, New Castle.

**Iowa:** William D. Baker and Family, Decorah; Cedar Valley Dairy Farms Inc., Atalissa; Dennis & Cheryl Cline, Decorah; Ken-

neth Core, Ackworth; Bernard G. Hay, Olin.

**Kansas:** Harley S. Beachy, Hutchinson; Daryl & Judy Lewis, Piedmont.

**Kentucky:** Joe Barmore, Smithfield; Conn Barnett, Auburn; Elvis Donaldson, Bowling Green; Gander Bros., Stanford; Larry Gravett, Shelbyville; John T. Kaufman, Finchville; Paul R. McCarthy, Jeffersonton; H. G. McRay, Lawrenceburg; Murray State University, Murray; Rolling Acres Jersey Farm, Crestwood; Dan and Don Smith, Springfield; Steve and Wanda Smith, Springfield; Bill J. Stubblefield, Murray; Douglas White, Campbellsville.

**Maine:** Highland Farms, Cornish; Peter Young, Buckfield.

**Maryland:** Duane Norman, Fulton.

**Massachusetts:** Victor & Linda Kallgren, Dudley.

**Michigan:** Gerald Benson, Carney; Lake & Pipekow, Olivet.

**Minnesota:** John & Audrey Blashack, Bertha; Steve & Sandra Bryant, Moose Lake.

**Mississippi:** Mike Harris, McNeill; McCarlie Jerseys, McComb.

**Missouri:** Dennis Bacon, Winfield; E.L. McCroskey, Billings; Steven McCroskey, Marionville; Rector Jersey Farm, Mountain Grove; Sancrest Farms, Billings.

**New Hampshire:** Lloyd E. Kimball, Pittsfield.

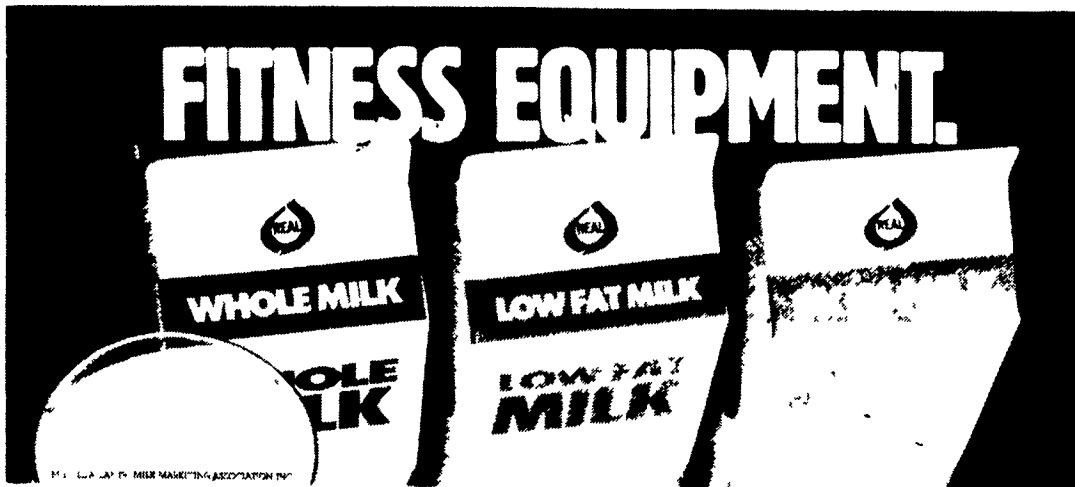
**New York:** Mr. and Mrs. Grant Egelston, Fultonville; Timothy R. Everett, Sharon Springs; Kim Gregory, Salamanca; Merle Lawton, Newark Valley; New York Jersey Cattle Club.

**North Carolina:** Bobby Ray Atkins, Troy; Charles Wayne Lutz, Mocksville.

**Ohio:** Tom & Gary Nuhfer, Willard; Dale Kauffman & Family, Shreve; Grand River Jersey Farm, Rome; Neal Schirm & Family, Canal Winchester.

**Oregon:** Forest Glen Jerseys, Dayton; Richard and Arlene Hughes, Halsey; Ray and Reed Johnson, Molalla; Gerhard & Eleanor Lewis, Mulino.

**Pennsylvania:** Henry E. Breneman, Salisbury; William Eick, Columbia Crossroads; Hillcrest Jersey Farm, Volant; Robert Kenney & Family, Enon Valley; Leonard Kenyon, Coudersport; Frederic Knepper, Huston; The



MAMMA is reminding consumers on the go to include milk in their diets to stay fit. In late April, MAMMA posted 386 billboards promoting milk along mid-Atlantic highways. Two designs were used for the one-month roadside campaign. Both designs tie-in with the positioning of MAMMA's current television and radio advertising, featuring the three types of milk and suggesting milk is a fitness beverage. "Coach Thompson's 3 Fundamentals" boards, were posted in the region's metropolitan areas. A separate design called "Fitness Equipment," shown here, was posted in more rural areas. Another one-month showing of billboards featuring Cal Ripken, Jr. and Mike Schmidt is scheduled to begin in June.

Emmett Rhein Family, Pine Grove; John H. Vanderstappen, Jr., Transfer; Robert C. Willaman, Transfer.

**Tennessee:** Curtis Blankenship Family, Beech Bluff; J. R. Ellis, Chapmansboro; High View Farm, Inc., Watertown; Ralph Leroy Smith, Murfreesboro; Clyde F. Wilson, Mansfield.

**Vermont:** Albert M. Bassett, Woodstock; David Childs, Barre;

Ray Churchill, Brookfield; Robert Churchill, Brookfield; David Houston, Cabot; Rodney Lamphear, Morrisville; Alvan Lawrence, Shaftsbury; Gertrude Lepine, Morrisville; New England Jersey Breeders.

**Virginia:** Huffard Dairy Farms, Crockett; Waverly Farms, Clearbrook.

**Washington:** Merlin Baldwin, Woodland; Gary Mohoric, Curtis.

**Wisconsin:** Atlasta Farm Inc., Menomonie; David Brandau & Sons, Wilton; Dennis Kolowrat, Hillsboro; Dan Oberschlake, DVM, Appleton; Owens Farms Inc., Frederic; Rowbotham Farms, Walworth; Sorensons Hillview Jersey Farm, Pine River; Gerald Vesbach, Viroqua; Tom Vesbach, LaFarge; Simon Wells, Sparta; W. Ernest Williams, Viola; Eugene Zirk, Kendall.

## Crop Consultants Set Meeting Date

BOLINBROOK, IL — The National Alliance of Independent Crop Consultants will hold its annual meeting November 6-8 at the Tropicana Hotel in Las Vegas, Nevada. The program will begin with the President's Reception on the evening of Tuesday, November 6, and will extend through two full working days on Wednesday and Thursday. The theme of the meeting is "Challenge to Grow."

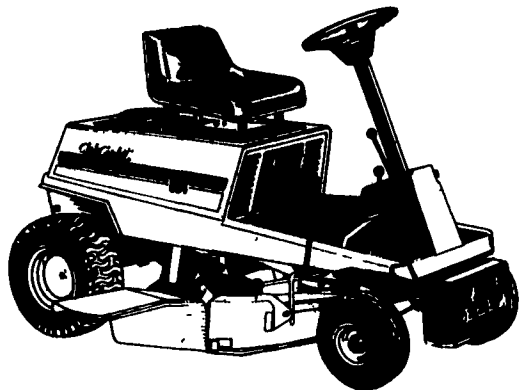
Program topics will range from subjects of interest to the entire agriculture industry, such as LISA (Low Input Sustainable Agriculture), biotechnology, and the impact of Government regulations to subjects of immediate concern to individual consultants. Exam-

ples in the latter category include, "Strategies for Attracting and Retaining Quality People," and "The Cost of Doing Business and Pricing Services."

According to NAICC President James S. Ladlie, "The format and

program topics are being provided at the request of our members in the annual convention evaluations from last year. I urge all members and everyone who is interested in the Alliance to attend. It will be a professional growth experience."

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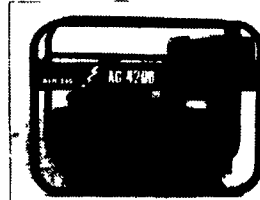
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