

## Dairy Advertising Plan Approved

SYRACUSE, New York — The board of directors of the American Dairy Association and Dairy Council (ADADC) has approved a 1990 budget of \$11.5 million. The budget will be used to implement dairy advertising and promotion programs throughout the states of New York, New

Jersey and Pennsylvania.

The majority of the budget (71.5%) will be used to conduct media advertising campaigns for dairy products. Milk will be the priority product for advertising; a year-round campaign will be run on television and radio using the

theme "Milk, America's Health Kick." The target audience for ADADC's milk campaign will be adults 18-49, representing 48% of the population and 42% of milk consumption volume.

The board reviewed two new television commercials for milk which continue the "Health Kick"

theme. These new ads will go on air in February on area television stations during prime time and prime access programming. Also previewed was a new creative approach for milk radio commercials. This campaign takes a humorous approach, using a take-

off on the David Letterman "Top 10" lists.

In addition, ADADC will conduct advertising campaigns for cheese through two sales promotions taking place in the spring and fall. The spring cheese campaign will be done in cooperation with the Beef Council promoting cheeseburgers. This promotion will combine television and radio advertising with dairy case cheese displays.

In order to supplement the advertising campaigns, ADADC will develop a variety of promotion and nutrition education programs. ADADC staff will work extensively with local supermarkets and restaurants in order to generate dairy product sales. Projects range from point-of-sale displays to in-house training workshops.

During 1990, ADADC will expand its contacts with area schools. A new nutritional curriculum will be placed with area schools. Staff will also provide cafeteria managers with display materials and milk storage information.

Funding will also be used to carry out a public relations campaign and dairy princess programs. Less than 3% of the budget will be used for program administration.

The American Dairy Association and Dairy Council is a dairy promotion organization representing dairy farmers from New York, New Jersey and Pennsylvania.

## Fermentation Problems Prevalent In Silages

BY R.S. ADAMS  
Dairy and Animal Science  
Penn State University  
UNIVERSITY PARK (Centre Co.) — Weather conditions during most of the growing and harvesting season this year have resulted in an increased incidence of abnormal fermentation in haylages and whole-plant corn silages. In some cases these ensiled crops have failed to ferment to any

appreciable extent.

Such problems may adversely affect feed intakes, milk production, milk fat test and/or health in dairy cattle. Abnormally fermented silages may contain more of certain acids, ketone bodies, amides, ammonia, and possibly toxic amines. If pH of the material does not fall to 4.8-5.0 or lower, more problems with mold, mycotoxins, clostridial enterotoxemias or botulism, and listeria may

occur.

Corn silages or haylages ensiled recently that have failed to ferment or develop acid probably should be resealed for 2 to 3 weeks to give them another chance, rather than expose them to the air through continuous use. The protein in whole-plant corn silage is not readily degraded or broken down in their rumen until it has undergone fermentation.

Thus it is important to feed somewhat more total protein and, especially, soluble protein if fermentation failure occurs with it.

Avoid feeding material with a lot of mustiness, mold or putrefaction. Decayed or putrefied material often is brownish and somewhat slimy or sticky in nature and smells rotten. It can be a source of toxin producing bacteria. Material that is heating or that heats in the bunk or manger often is not well enough preserved. Feed sufficient amounts to keep the problem at a minimum (usually 1½ inches per removal from upright silos). Feed more often during the day to keep heating and refusals at a minimum.

Abnormally fermented material often may have a smell that is quite volatile, acrid or strong from increased production of ammonia, ketone bodies or such acids as acetic, butyric, capric and caprylic. Such material may have to be fed at reduced levels to maintain appetites, production, fat test or health.

## USDA To Unveil Videotape Series At Poultry Meeting

COLLEGE PARK, MD — An Eastern U.S. premiere showing of eight videotape programs on disease prevention in all phases of the poultry industry will be a highlight during next week's educational meeting of the Mid-Atlantic Cooperative Extension Poultry Health and Management Unit.

Now in its fourth year, the day-long MACE conference is scheduled Monday, December 11. As in past years, it will be held in Clayton Hall on the University of Delaware campus at Newark, Del., easily accessible from Interstate Highway 95 near the Maryland-Delaware border and the Mason-Dixon Line.

The videotape series being premiered was produced by the U.S. Department of Agriculture's Animal and Plant Health Inspection Service. It covers recommended biosecurity practice for commercial broiler, egg-laying and turkey operations; also hatcheries, live bird markets, game birds and backyard flocks. Much of the shooting was done in Pennsylvania and the Delmarva area.

A morning panel discussion will present an in-depth review of the salmonella disease issue that was the main focus at last year's MACE conference.

Afternoon speakers will address risks and benefits of poultry disease prevention. The program will conclude with a panel discussion on animal welfare issues.

Coffee and registration confirmation will start off the day's activities at 7:45 a.m. The program will get under way at 8:30 a.m. and adjourn at 3:45 p.m. A \$35 late registration fee includes lunch, coffee and a proceedings booklet containing copies of the talks.

program leaflets, which include a map of the university campus at Newark, are available from Dan Palmer, Extension poultry specialist at the University of Delaware Research and Education Center near Georgetown; phone: 302/856-7303.

An invitation to attend the meeting is extended to large and small producers, processors, live market and auction managers,

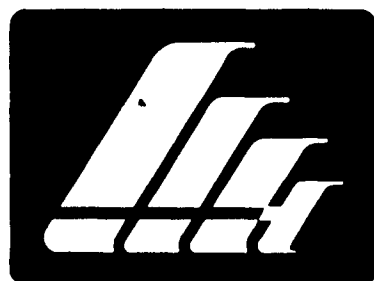
dealers, truckers and others associated with the poultry industry.

MACE, the sponsoring organization, is a consortium of poultry science educators and agriculture regulatory officials representing land-grant universities, some state departments of agriculture and several USDA agencies in New York, New Jersey, Delaware, Maryland, Pennsylvania, Virginia and West Virginia.

**har·mo·ny** \här-mə-nē\ *n.* 1: working together  
2: a mutual understanding



We are Triple H Construction. We listen to our customers, to hear both what is said and what is read between the lines. For all agricultural applications, we are the one company you can absolutely trust to handle every step of construction. The quality shows — we've built our business on it!



717-738-2142  
1-(800)-TRIPLE-1

**TRIPLE H Construction**  
430 Springville Road Ephrata, PA 17522

Custom Builders of Dairy, Hog, Poultry, Horse, Storage, Residential And Commercial Buildings



COME ON YOU GUYS... MOVE OVER!

**NEED MORE ROOM?**  
**Read The Real Estate Ads**  
In Lancaster Farming's  
Classified Section