

ADADC Holds Meeting

SYRACUSE, N.Y. — The American Dairy Association and Dairy Council Inc., (ADADC) will hold its 30th annual meeting on February 21 at the Sheraton Inn in Liverpool, New York.

Dairy producers from New York, New Jersey and Pennsylvania are invited to attend this event to review their current milk advertising and promotion programs.

The theme for the meeting is, "Investing in the 90's: Your Promotion Portfolio". A panel of speakers has been organized to discuss different aspects of dairy promotion as we enter a new decade. Included will be a review of new product introductions as well as beverage advertising trends for the 90's.

A special presentation will be made in honor of ADADC's 30th Anniversary. An audio-visual program will be presented by Gary Horton of D'Arcy, Masius, Benton & Bowles advertising agency, highlighting 30 years of

milk advertising.

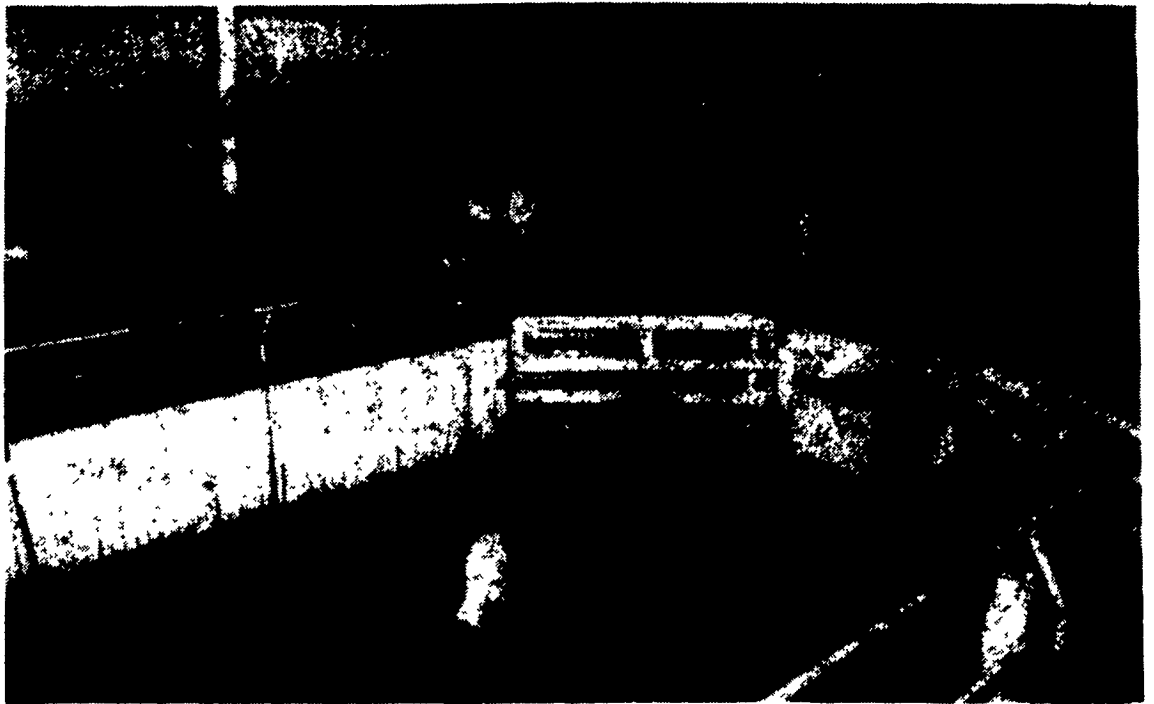
This meeting is to start at 10:30 a.m. with the business meeting of the board of directors.

A luncheon banquet follows with guest speaker Anita Owen from the United Dairy Industry Association. Owen is to talk about consumer food trends in the 90's.

The afternoon program begins at 1:30 p.m., including a panel discussion and milk advertising review. The program ends at 4:30 p.m.

Local dairy producers are expected to invest approximately \$11.2 million into ADADC's programs during 1990. This money is earmarked to purchase television and radio advertising, and to fund local dairy promotion and nutrition education programs.

All dairy producers, as well as industry representatives, are invited to attend. Luncheon reservations are necessary and can be made by calling ADADC at (315) 472-9143.



Cattle producers from six counties gathered at the Leesport Farmers Market, Berks County, for the annual on-foot/on rail program. Cattle of different types, sex and breed were compared.

1990 Appropriations For Ag Land Preservation

HARRISBURG (Dauphin Co.) — Nineteen counties have contributed \$2.45 million in local funds to support farmland preservation efforts in 1990, state Agriculture Secretary Boyd E. Wolff said today.

"We are very pleased by these contributions from the counties, especially in light of the fact that many of the counties have funds remaining from monies allocated last year," Wolff said.

"The continued stream of local funding tells us county officials support Pennsylvania's efforts, which is the foremost farmland preservation effort in the nation."

Wolff said local funding committed to the program last year can be spent through the end of 1990, so that the 18 counties that put up matching monies in 1989 will be able to use that money in the coming months. Most of the 18 counties appropriated additional funds for this year.

"The best news is that 14 counties that put up local money last year added to their commitment, and five new counties also put up local money," Wolff said.

Lebanon, Lycoming, Mercer, Northampton and Susquehanna counties appropriated local matching funds for the first time this year.

Last year, counties put up \$3.4 million to augment the \$25 million allocated by the State Agricultural Land Preservation Board. This gives participating counties more than \$28 million to preserve prime farmland in the coming year, and the board will consider allocating additional funding when it meets in Harrisburg on Monday.

In 1987, Pennsylvania voters approved a \$100 million bond issue to support purchases of agricultural conservation easements. The program makes funding available to qualified Pennsylvania farmers who choose to sell development rights for prime farmland.

The program received national recognition on last Sept. 25 when the American Farmland Trust presented Gov. Robert P. Casey with the Public Policy and Program Award during ceremonies in Washington, D.C.



Participants grade the on-rail sides of beef.

VAL VANTASSEL
Berks Co. Correspondent

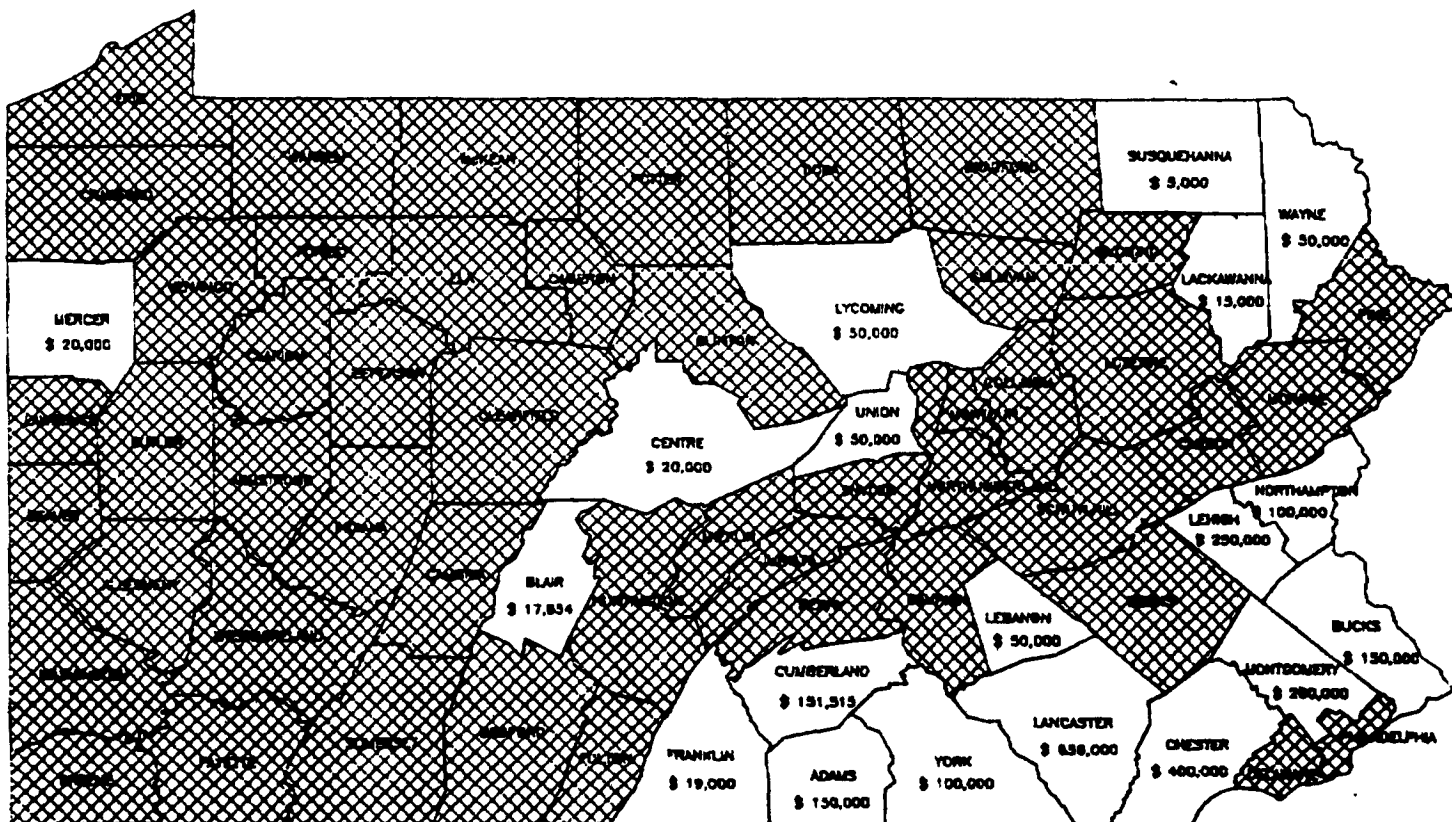
1990 COUNTY APPROPRIATIONS	Amount	1990 COUNTY APPROPRIATIONS	Amount
Adams	\$ 150,000	Lebanon	\$ 50,000
Blair	\$ 17,854	Lehigh	\$ 250,000
Bucks	\$ 150,000	Lycoming	\$ 50,000
Centre	\$ 20,000	Mercer	\$ 20,000
Chester	\$ 400,000	Montgomery	\$ 200,000
Cumberland	\$ 151,515	Northampton	\$ 100,000
Franklin	\$ 19,000	Susquehanna	\$ 5,000
Lackawanna	\$ 15,000	Union	\$ 50,000
Lancaster	\$ 656,000	Wayne	\$ 50,000
		York	\$ 100,000
		Total	\$2,454,369

LEESPORT (Berks Co.)— More than sixty cattle producers from six counties participated in the recent On-Foot/On-Rail Contest held here at the Leesport Farmers Market. This annual event, sponsored by the Berks County Cattlemen's Association and the Penn State Southeast Pennsylvania Cooperative Extension, also attracted several cattle producers from the neighboring state of New Jersey.

Nine beef animals of varying types and breeds were taken individually through the livestock ring at the auction barn while Larry Marshall, a buyer for Moyer Packing evaluated each animal. County extension agent Clyde Myers discussed the factors which go into grading live cattle. Two days later, at Peters Brothers Meats, Lenhartsville, these same animals were viewed on the rail and graded by Penn State's Bill Henning, extension meat specialist.

A fun contest was included in this year's program. Top scoring individuals were Lee Hitz of Annville, Lebanon County, and Robert Boyer of Chester Springs, Chester County. Both winners received free admission to the annual Beef Feeder Evening Meeting held the following week at Trainer's Diner, located along Route 78, Midway.

For more information on how to become a member of the Berks County Cattlemen's Association, telephone 215-589-5617.



19 Counties Participate With Total Funds: \$2,454.369