

Eastern Milk Moves Delegate Meeting To Pennsylvania

SYRACUSE, NY — For the first time in its 68-year history, Eastern Milk Producers Cooperative will hold its semi-annual Delegate Meeting outside of New York State, Eastern President Lewis Gardner announced.

It will be held March 13 at the Genetti-Lycoming Hotel in Williamsport, Pa.

"It is a sign of a new era for Eastern and our 3,000 family farms," Gardner said. "While

taking a hard look at where we want to be in the 21st century, and at how we can attract members, communicate with them and better serve them, it was only natural for the board to decide to rotate the March Delegate Meeting. We have heavy concentrations of members in several states, not just New York."

Gardner noted that the Annual Meeting in October would still be

held in Syracuse, N.Y., where the dairy co-op is headquartered.

In the meantime, the March Delegate Meeting is expected to attract about 250 delegates, officers and spouses from Eastern's 15 districts and 110 locals covering nine states.

Among the topics to be discussed:

— Eastern's marketing campaign for the 1990s. The

announcement of a "triple bonus" for monthly production increases recently kicked off that campaign.

— Plans for realigning districts to reflect new membership numbers.

— A new spirit, coinciding with the Board's new leadership, aimed at bringing the co-op into the 21st century.

General Manager Michael Donovan said the "Board of Directors, under dynamic new leadership, has worked with management to form or affirm the following goals:"

— A service and people-oriented co-op that is capable of rekindling the cooperative spirit among farm families.

— A co-op that is a leading voice of farmers in the region and in the nation.

— A co-op that acts in the knowledge of where its roots are: in the family farms that are owners and members.

— A co-op that will help bring stability to the marketplace while offering top competitive financial rewards for members.

— A co-op that will work in cooperation with other dairy leaders for the benefit of the farm family.

— A co-op that plans ahead for the 21st century while providing practical answers for the challenges of the 1990s.

— A co-op for the young and the old, and for the progressive and the traditional farmer.

"We're in this for the long haul," President Gardner said, "because the cooperative way of doing business is just plain good business."

Farmland To Support NY Census

WALLINGTON, NJ — Every day, thousands of New York City residents start their morning with milk on their breakfast table. Every day, those same consumers read the words and designs on their milk container.

For Farmland Dairies of Wallington, NJ, the side panel of their container will help spread the word regarding the 1990 Census Project.

"For over 70 years, Farmland has produced quality dairy products. We were responsible for opening competition in the New York milk market. It's because of this dedication to New York that results in our participation in the 1990 Census Project," said Marc Goldman, president of Farmland.

"Farmland recognizes the importance of the project by featuring census information on our carton's side panel. We hope that, after seeing this message every day, residents of New York City will realize that by participating in

the census they are helping to secure federal funds and federal votes

Goldman said.

The 1990 Census Project seeks to encourage and motivate traditionally undercounted residents, as well as the general population in New York City, to participate in the 1990 Census.

The Office of the Mayor's 1990 Census Project has launched a multilingual and multiethnic outreach effort to educate all New Yorkers on the importance of participating in the census.

Farmland Dairies has learned that, because many residents do not participate in the project, an undercount will result in the loss of millions of dollars in federal aid and the loss of political representation in congress and the state legislature. The results of the 1990 Census will help determine the city's economic future for the next 10 years.

Farmland Dairies is to present the census message on its one-half gallon, whole homogenized milk as well as its GOYA Leche Fresca (Fresh Milk) one-half gallon container. Leche Fresca is Farmland's thicker and richer milk designed specifically for the Hispanic-American marketplace.

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USDA Honey-Loan

Repayment Levels Set

WASHINGTON — Producers may repay their 1988 and 1989 honey price-support loans at the following levels, according to Keith D. Bjerke, executive vice president of the U.S. Department of Agriculture's Commodity Credit Corporation:

Weekly Honey-loan Repayment Levels, (color and class, cents per pound)

Table	1989-crop	1988-crop
White	40.0	40.0
Extra-light Amber	37.0	37.0
Light Amber	36.0	36.0
Amber	35.0	34.0
Nontable	33.0	33.0

The levels are unchanged from those announced April 20, 1989.

Producers who redeem their honey pledged as loan collateral by repaying their 1988 or 1989 honey-price support loans at these levels may not repledge the same honey as collateral for another loan.

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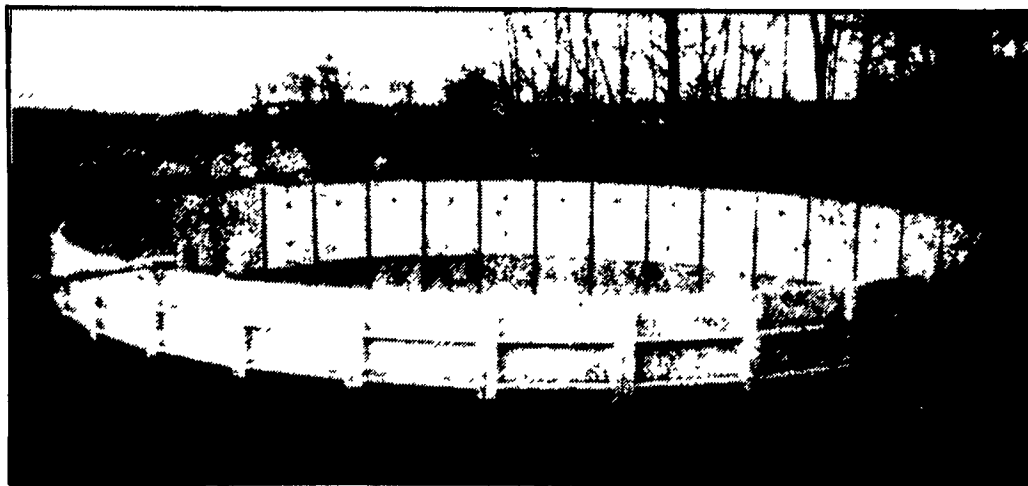
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