

## Lehigh County Holstein Club Meets

GERMANSVILLE (Lehigh Co.) — Recently, the Lehigh County Holstein Club held its annual dinner meeting at the Bake Oven Inn. The guest speaker was D.J. Duncan of Robeson, Berks County. Mr. Duncan used slides to share his five-month hike, going the full length of the Appalachian Trail from Maine to Georgia.

Ken Raney from the Pennsylvania Holstein Association presented an update of association activities, including the upcoming state convention and club membership campaigns. He also mentioned that there were two entries from the Lehigh Club in the Junior All-Pennsylvania contest. Scott Sell, Schnecksville, and Bruce Dietrich, New Tripoli, were elected to fill two open positions on the county board of directors.

The club honored 4-H Dairy Club members by presenting them with hooded sweatshirts. The members of the 4-H Dairy Club are Steven and Stacey Dietrich of Germansville, Bonnie and Mike Dietrich of New Tripoli, and Shannon Semmel of Schnecksville.



Receiving recognition from the Lehigh County 4-H Dairy Club are, from left, Steven Dietrich, Shannon Semmel, Bonnie Dietrich, Stacey Dietrich, and Michael Dietrich.



Elected directors of the 1990 Lehigh County Holstein Club are, from front left, Brian Dietrich, and Andrea Semmel. From left in the back row are Tim Robbins, Scott Sell, Bruce Dietrich, and Richard Graff.

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## 'Environmentally Safe' Food Production Necessary

ANDY ANDREWS

Lancaster Farming Staff

HUNT VALLEY, Md. — Jot down this toll-free number: (800) 237-4458. As a produce farmer, you may need it.

Why? Because the 1990 Farm Bill, which experts say may become known as the "environmental bill," specifies that food production methods must be "environmentally safe."

"Consumer Concerns Into the 1990s" was a major topic at the 1990 Mid-Atlantic Direct Marketing Conference and Trade Show held here last week. Topics included consumer and employee concerns into the 1990s as well as questions and answers about the market and the changing elements of the food producing and marketing industry.

The drive to ensure products are made and marketed safely is the result of huge campaigns that consumer advocate groups have been making to keep food, particularly produce, free from pesticides and handled correctly after the harvest.

### Safety Resource Kit

The toll-free number can put farmers in touch with the Center for Produce Quality (CPQ), a non-profit group begun in 1988 by the Produce Marketing Association. CPQ's Growing For Goodness Sake Program has been providing a "turn-key" Safety Resource Kit.

The kit includes food safety items, ready-to-print mechanicals, consumer brochures, and other types of "food safety" materials that farmers and marketers can use when selling products.

Dr. Craig Oliver, director of the Maryland cooperative extension service, told about 185 people at the conference about the elements of the 1990 Farm Bill.

"The bill leads up to how best to regulate the use of pesticides," Oliver said. "There are more environmental issues in the bill than anything else." Details of the bill explain how organic farming, low-input sustained agriculture (LISA), and other "environmentally safe" issues are becoming prominent in the minds of consumers.

### Consumer has clear sense

"After studying the northeast part of the country, we found that the consumer has a clear sense that he or she wants a quality product with the lowest amount of pesticides used," said Oliver. "The consumer is looking at the product more today than 5 or 10 years ago. The consumer wants clean milk, clean produce, and wants to ensure the environment is protected. In the end, consumers will determine how farmers will produce products."

A study conducted by the Farm Marketing Institute (FMI) indicates that produce in particular is the "number one" reason why shoppers choose one store over another, said Bryan Silbermann, staff vice president of the Produce Marketing Association.

"More consumers are purchasing different types of produce more than ever before," said Silbermann. In 1983, produce items made up only 7.2 percent of all supermarket sales. That number increased to 8.7 percent in 1988. Produce purchases make up one-quarter of the net profit dollars of a "typical" farmer.

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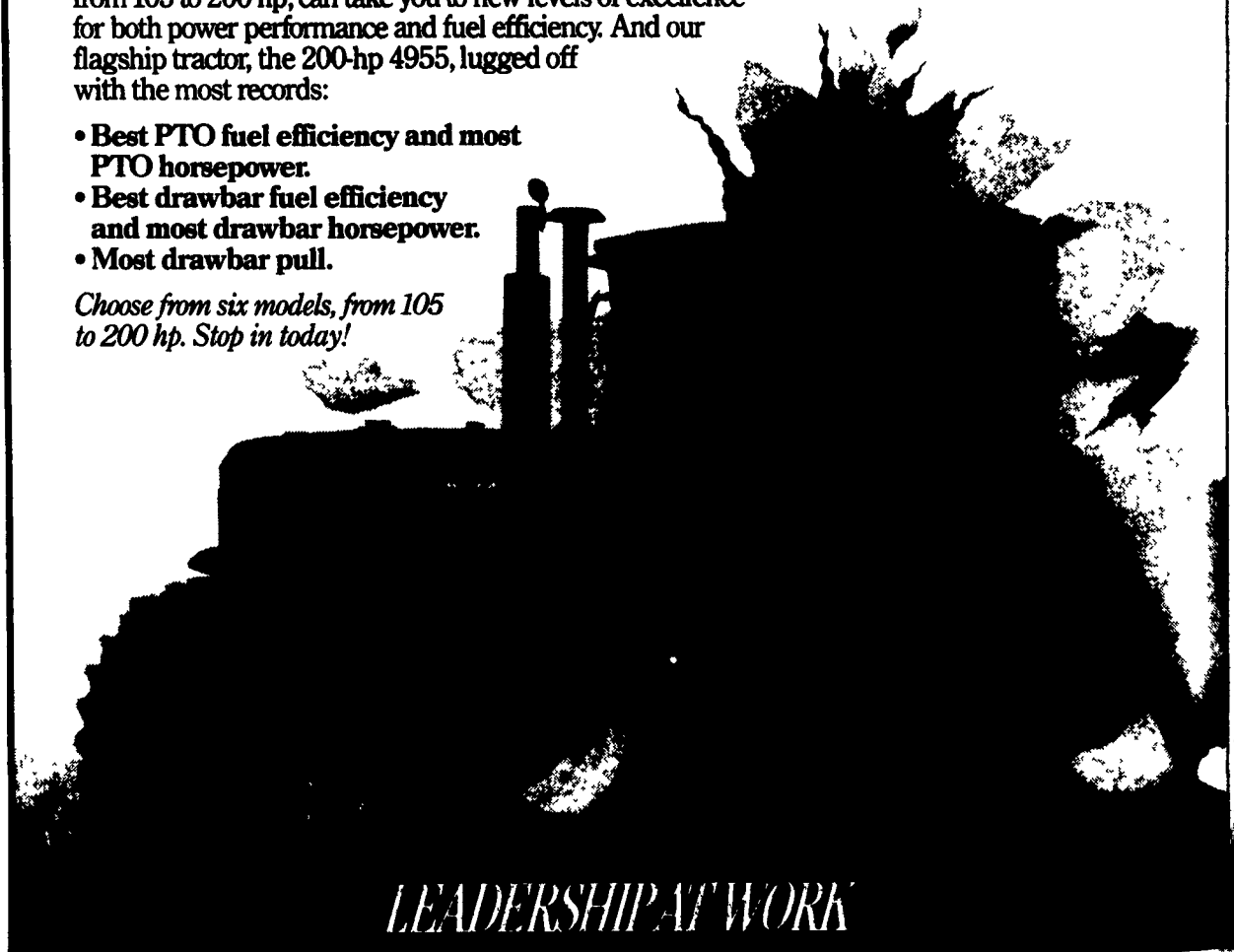
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