

Dairy Promotion Program Carries \$760,000 Into '90

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Lancaster Farming Staff
HARRISBURG (Dauphin Co.) — Total funds available to the Pennsylvania Dairy Promotion Program (PDPP) ran ahead of projections by more than \$320,000 or 13 percent, according to their 1989 annual report.

The PDPP, under the auspices of the Pennsylvania Department of Agriculture, provides "market, promotion, research, and nutrition education programs that maintain and expand domestic and foreign markets for fluid milk and dairy productions," according to the company's mission statement.

PDPP management expenses finished 18 percent below

1988-1989 budget. Combining increased funds and decreased expenses left PDPP with an unused contingency fund of more than \$310,000. PDPP will carry about \$760,000 into 1990.

Local funding programs are one area to benefit from the surplus, according to the report. In the past year, PDPP's contributions to the programs increased 38 percent, and the organization plans to "be even more active in soliciting local applications for funds in 1989-1990."

More than \$1.21 million From Allentown to Erie, Pennsylvania, PDPP spent more than \$1.21 million to reach the target

demographic segment of adults 18 to 54 years old.

Included in the advertising was a season-long buy on the Penn State Football Radio Network to promote fluid milk. Spots ran on more than 60 stations statewide. Sponsorship with Capital Radio Network was also included.

Holiday media schedules included commercials asking, "What would Holidays be like without real dairy products?"

The company also formed cooperative ventures to increase market penetration. According to the report, the most important partnership the PDPP formed during 1988-1989 was the cooperative marketing agreement between the

PDPP and two allied Pennsylvania dairy promotion programs.

New partnership

A new partnership with the American Dairy Association (ADA), the Dairy Council (DC), and the Mid-East UDIA allowed PDPP to "pool" their advertising funds and make a joint media buy of more than \$545,000 to promote holiday products, according to the report.

"In early 1989 we entered negotiations with the ADA/DC and the Mid-East UDIA, with the objective of pooling and coordinating the marketing dollars spent in Pennsylvania," wrote Paul Corbin, PDPP chairman, in the report.

"The result was the 'Joint Program Development and Promotional Assessment Funds Allocation Agreement.'

"The agreement took effect on July 1 and we saw immediate benefits in the form of an October-to-December media buy," Corbin wrote. "Our message not only reached more potential consumers than ever before, but we also realized substantial savings for Pennsylvania's dairymen."

Before 1989-90 is finished, the report indicated, the partnership will have spent "some \$2.1 million" to advertise dairy products.

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CHECK OUR NEW LOW PRICES

Used carbon steel storage tanks which we have removed the end (heads). Lifting lugs attached. No coating. These tank shells make an inexpensive, quick and strong bridge. Tank shells buried with 3 feet of ground cover can support 80,000 lbs.

Diameter Inches	Weight/Lbs. (Approx.)	Thickness Inches (Approx.)	Lengths In Stock	Price, F.O.B. Quarryville
64	1615	.167 (7 ga.)	12'- 0"	\$100 to 125
64	2312	.167 (7 ga.)	17'-11"	\$150 to 200
64	3010	.167 (7 ga.)	23'-10"	\$250 to 300
96	4723	.240 (1/4")	16'- 0"	\$150
96	6075	.240 (1/4")	21'- 4"	\$200
96	7425	.240 (1/4")	26'- 8"	\$250
120	7700	.240 (1/4")	20'- 3"	\$250

USED STEEL PIPELINE PIPE

Diameter Inches	Weight Lbs./Ft.	Thickness Inches	Lengths In Stock	Price Per/Ft.
30	100	.312(5/16 ga.)	9' To 51'	\$28.00

USED STEEL I-BEAMS

Section & Size In.	Section Depth In.	Web Thickness In.	Flange Width In.	Lengths In Stock	Price, FOB Quarryville
15"x7"	15"	3/8"	7"	23'10"	\$145
28 1/2"x10"	28 1/4"	1/2"	10"	29'3"	\$200
24"x9"	24"	3/8"	9"	24'1"	\$200
18 1/2"x7 1/2"	18 1/4"	3/8"	7 1/2"	29'8"	\$195
30"x10 1/2"	30"	3/8"	10 1/2"	29'4"	\$261
30"x10 1/2"	30"	3/8"	10 1/2"	31'2"	\$279

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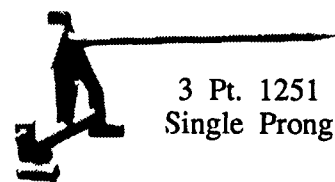
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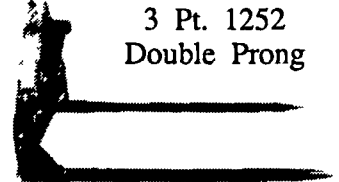
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SSL-3000 SINGLE PRONG LOADER BUCKET BALE MOVER



- 1500 Lb. Capacity
- Can Be Mounted On Loader Bucket In Minutes
- Ideal For Bagging Hay
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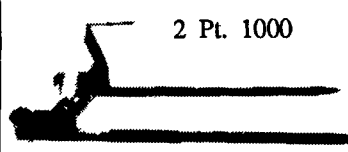


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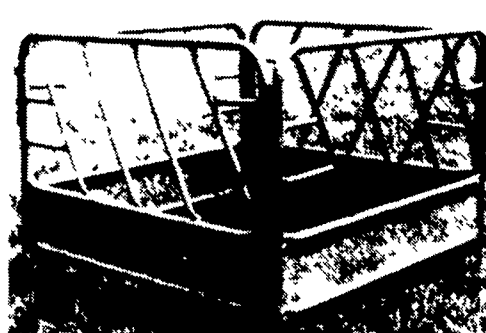


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