

Begin Sampling For Corn Soil Pests

Promotion

(Continued from Page A27)

PDPP supplemented

The PDPP also supplemented the National Dairy Board's Easter butter coupon promotion. Included was space purchased in Palm Sunday newspapers in several Pennsylvania counties.

Summer advertising closed out the year as strongly as it started, the report indicated. During July, August, and September, the program "spent more than \$360,000 to purchase almost 7,000 broadcast spots — 701 on television, 6,251 on radio.

"In the same period, we teamed up with the ADA/DC and the Allied Milk Producers to buy billboards to reinforce the Summer Love promotion and our heavy media schedule," according to the report.

The PDPP participated in 10 joint promotions throughout the state, including the Pennsylvania Finest Tailgate, the Pennsylvania Farm Show, Pittsburgh Dairy Day, and Summer Love Sundae Tuesday. Plans call for a "more aggressive and expanded Cheers! promotion schedule" and "expansion of the Summer Love Sundae Tuesday promotion," the report indicated.

PDPP's long-range goals include more dairy food industry cooperation to increase dairy sales; more publicity for productions; informational programs for consumers; proper food handling education; local dairy promotion group effectiveness training; program effectiveness research; market trend programs; and PDPP effectiveness sessions.

NEWARK, DE — "Wireworms and white grubs are major enemies of field corn," said Ron Breeding, University of Delaware cooperative extension agricultural agent.

"For spring corn plantings, now is the time to start scouting

fields for soil pests so you can best determine your pesticide needs." Breeding said.

"Sampling before application is easy, a sound practice environmentally and can be economical — especially if the sample indicates pesticide is unnecessary,"

the agent said.

White grubs and wireworms, the larval form of the click beetle, are the most serious soil pests of corn.

Wireworm damage is usually spotty in fields and includes poor germination, stunted plants, and

wilting and tunneling in roots and stalks near the soil surface.

White grubs favor double-crop situations and invade soybean stubble, sandy soil, and grassy areas. These grubs cause poor germination, stunted plants, and severely pruned roots.

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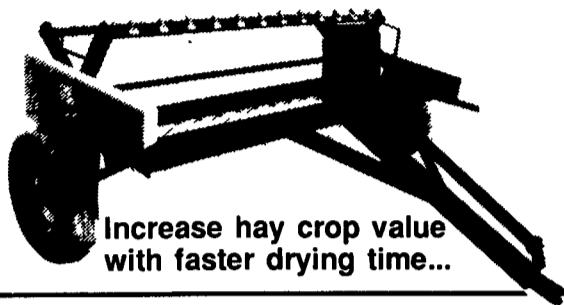
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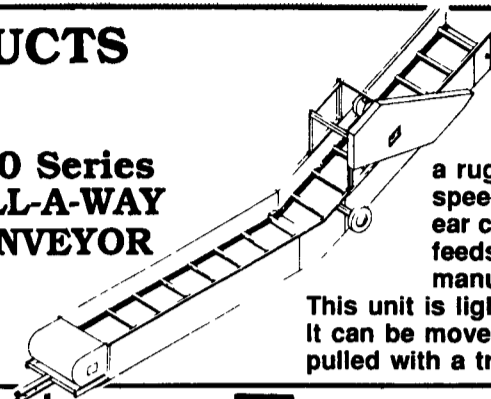
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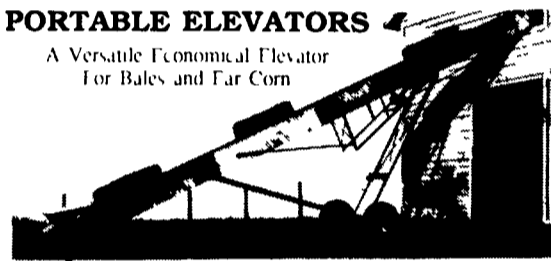
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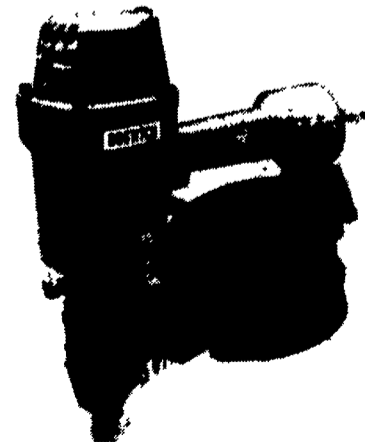
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