



## New Market to Benefit Eastern Pennsylvania Growers

**KUTZTOWN** (Berks Co.) — The Kutztown Produce Auction will open its gates for the first time on Tuesday, May 22 to wholesale produce buyers and area growers. The sale of spring vegetables, fruits, and plants starts at the Auction site on Oakhaven Road, just west of Kutztown, at 10:00 a.m.

"I'm excited for the area fruit and vegetable growers and wholesale buyers who are looking for better trade," said Herb Gebely, auction manager. "I'm also personally looking forward to making the dream of a Berks County Auction into a widely-known reality."

All growers with produce and plants are invited to sell at the auction throughout the growing season. Other auction days include Friday, May 25; Tuesday, May 29; Thursday May 31; and Tuesdays and Thursdays thereafter. Sale days will be added according to supply and demand. Auctions will be held through Thanksgiving.

Buyers in southeastern Pennsylvania are being mailed an invitation and a registration form. The mailing list includes farmers with retail markets and representatives of wholesalers, farmers' market stands, supermarkets, institutional food service companies, and major



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restaurants. The buyers registration form simplifies the purchasing and payment process.

Growers are, likewise, being sent an announcement and a producers registration form to explain procedures and to obtain an identification number.

Herb Gebely was recently appointed Manager of the Kutztown Produce Auction by the board of directors. Gebely worked for Ontelaunee Orchards in Leesport as store manager, and handled the buying and sale of fruits and vegetables there for 8 years. He was graduated from Delaware Val-

ley College in 1976, where he obtained a degree in horticulture.

"Herb was just the manager we were looking for," according to Enos Burkholder, president of the Kutztown Produce Auction. "He knows the production and marketing side of this region's produce trade. Growers and buyers will find that he's got their interests in mind. Herb knows we have to please customers to keep them in today's market."

For more information, contact Herb Gebely, auction manager at (215) 683-7161.

## No Budget, No Pay

**CORTLAND, N.Y.** — A proposal to withhold pay from state legislators who can't produce a timely budget is right on the mark, state grange leaders say.

Forwarded last week by Gov. Mario Cuomo, the bill would require the forfeiture of one day's salary for each day the budget is delayed on or after April 1 of each year. Those who would lose their salary would include elected officials in the legislative and executive branches of state government.

A similar proposal was made

more than a month ago by members of Steuben County's Wheeler Grange. State grange legislative director Bert S. Morse says he's not sure whether Cuomo was influenced by the Subordinate Grange proposal, but he commended the governor's action just the same.

"This is the sixth year the budget has been late and the state's credit rating has slipped dangerously low," Morse said.

"There has to be some incentive for our leaders to get the budget done on time, and this is one way that could happen."

The Wheeler Grange proposal is the result of an active grange interest in state legislation. "They know very well in advance when things are supposed to be finished and there shouldn't be any reason why a budget can't be done in a timely fashion," Wheeler Grange Master Barre Butts said recently.

"I just don't feel this is a very responsible way for them to handle their positions. Some portion of their salaries should be lost if they're not meeting the requirements of the job."

There are more than 25,000 people in 439 subordinate granges across New York state.

## Lamb Marketing Program

**HARRISBURG** (Dauphin Co.) — The Pennsylvania Sheep/Lamb Marketing Board and the American Lamb Council, a division of the American Sheep Industry Association, will conduct a lamb promotion program in several major cities in Pennsylvania.

The program is designed to educate retailers on the variety of lamb cuts and versatility as a healthful meat.

The program will be introduced in Harrisburg and Pittsburgh, and subsequently expanded to Erie and Scranton.

"With these special promotions,

Pennsylvania sheep producers will be marketing more lamb, and that means eventually more profits for everyone," said James Sheeder, chairman of the Pennsylvania Sheep and Lamb Marketing Board.

"Promotion and education are two goals of the marketing board," Sheeder said, "and other programs will follow."

Questions and comments should be addressed to the program's liaison, L.J. Hubert, at the Pennsylvania Department of Agriculture's Bureau of Market Development, Harrisburg, (717) 783-9948.

## Receives Record Calls

**WASHINGTON, D.C.** — More than 64,000 persons called the U.S. Department of Agriculture's meat and poultry hotline in fiscal year 1989 — a record number, according to the hotline manager. The hotline, a service of USDA's Food Safety and Inspection Service, has been in operation five years.

"The hotline plays an important role in preventing foodborne illness," said Sue Templin, hotline supervisor. "Many of the situations described by callers present a clear risk of foodborne illness. Examples are improper thawing, improper cooling and storage of cooked food, and not thoroughly cooking meat and poultry."

Data collected from the hotline show that consumers today are more sophisticated and informed than in years past. "This may be due to food-related news stories," said Templin.

Although callers expressed a wide variety of questions and concerns, 71 percent of the inquiries involved "basic food safety."

USDA Consumer Advisor Ann Chadwick said the hotline helps teach consumers that controlling microbiological contamination of food is everybody's responsibility. "Safe food handling only begins with farmers," she said. "It

must be continued by food processors and retailers, enforced at the commercial level by government, and practiced by consumers from the time food is bought until it is eaten."

As in previous years, consumers continued to be the predominant users of the hotline service.

The holiday season, traditionally the busiest time of year for the hotline, generated 11,500 calls during November, Templin said. To accommodate the pre-Thanksgiving demand, food safety experts staffed the hotline the weekend before, and from 8:00 a.m. - 2:00 p.m. on Thanksgiving Day.

Calls during the year were received from all U.S. states, districts and territories. The five leading states, accounting for 40 percent of all calls to the hotline, were New York, California, Illinois, Florida, and Pennsylvania. Fourteen calls were received from foreign countries, including Canada and Great Britain.

Consumers with questions about the safe handling of meat and poultry can call the Meat and Poultry Hotline at 1-800-535-4555, 10 a.m. - 4 p.m. weekdays, Eastern Time. (Washington, D.C., area callers should dial 447-3333.)

## Bank Promotes Rohrer



**Roger M. Rohrer**

**LANCASTER** (Lancaster Co.) — Rodger M. Rohrer has been promoted to vice president in Hamilton Bank's agri-finance department.

A Lancaster native, Rohrer joined the Bank in 1986 as an assistant vice president.

Prior to joining Hamilton, Rohrer was employed as a vice president for Farm Credit Services of Lancaster.

A 1970 graduate of Pequea Valley High School, Rohrer attended Penn State University and Franklin and Marshall College.

Rohrer serves as a director of the Lancaster County Cooperative Extension, is a member of the Pennsylvania Future Farmers of America Foundation board of trustees, and is involved with Solanco Young Farmers.

## Agency Moves

**LANCASTER** (Lancaster Co.) — Greiner+Herr+Company, a full service advertising agency specializing in strong design and copy, has moved to a new location.

The company's principals, Jerry Greiner and Jim Herr, conducted operations for more than a year from offices in their homes. However, an outstanding growth in clientele compelled the partners to locate under the same roof.

The new office of Greiner+Herr+Company occupies the fourth floor at 129 East Orange Street, Lancaster, PA 17602, (717) 394-4446.

## Show-Ease Receives Award



**LANCASTER** (Lancaster Co.) — Show-Ease Badger has been recognized by Badger Northland Inc. for superior sales performance by inclusion in the prestigious Badger Northland Inc. President's Club for 1990.

Each year, Badger Northland Inc. recognizes 10 dealers across North America with the largest sales volume by awarding them membership in the Badger President's Club.

As members of the President's Club, they receive a handsome wall plaque, noting their achievement as well as participation in product councils and advisory groups throughout the year.

Pictured, left to right, Bob School, vice president and sales manager; K. B. Myers, president; John Kreider, Jr., Show-Ease; and Ken Mansfield, district sales manager.