

Lancaster Farming

VOL. 35 No. 51 Four Sections Lancaster Farming, Saturday, November 3, 1990 50¢ Per Copy \$15.00 Per Year

PennAg Elects 1991 Officers

EPHRATA, (Lancaster Co.) — PennAg Industries Association, an Ephrata-based agribusiness trade association, has recently elected the following officers for the 1991 term:

President: Janet E. Hines-Hines Feed Store, Hollidaysburg, Pa.

First Vice President: Edwin A. Rhoads- Rhoads Mills, Selinsgrove, Pa.

Second Vice President: Mike Horn- Pennfield Corporation, Lancaster, Pa.

Third Vice President: James L. Bradley- New Holland Supply, New Holland, Pa.

Treasurer: John J. Hess, II- Hess Mills, Paradise, Pa.

The following board members were also elected: Tom Brown (re-elect)- F.M. Brown's Sons, Birdsboro, Pa., John Keyes (re-elect)- Zinpro Corporation, Strasburg, Pa., George Kishbaugh (re-elect)- Wenger's Feed Mill, Rheems, Pa., Steve Hofer-Agway, Syracuse, NY.

For additional information about PennAg, call (717) 733-2238.



Rick Kopecky, left, and David Bomberger discuss farming while leaning over the truck fender in front of Bomberger's 700 acre dairy farm in Lebanon County. The men are

participants in the job exchange program as part of Farm-City Week activities. Photo by Everett Newswanger.

Lancaster Farming 35 This Week

On November 4, 1955, the first issue of a new county-wide farm newspaper appeared in rural mailboxes. *Lancaster Farming* took its place in the lives of local farmers with news, features, markets columns, and advertising of interest to farmers and agri-business. Many things about farming have changed over the years. But on the paper's 35th birthday one thing has not changed. *Lancaster Farming* still appears in rural mailboxes — nearly 50,000 of them. And the theme from week to week is still — FARMING.

Farm City Programs Build Understanding

City Man Sees Dairy Farm

EVERETT NEWSWANGER
Managing Editor

LEBANON (Lebanon Co.)—David and Robert Bomberger didn't get much farming done Thursday because they were continuously interrupted by TV crews and other media types like this reporter. But they were willing to give up a day harvesting soybeans to bring the farm and city a little closer together.

This was the day Rick Kopecky, director of the private industry council of the Susquehanna

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Full Agenda Set

VERNON ACHENBACH, JR.
Lancaster Farming Staff

FONTANA (Lebanon Co.) — Farm-City Week 1990 is officially from Nov. 15 to Nov. 25, but starting this week, several programs are already getting underway in an effort to bring together rural and urban Pennsylvanians.

In addition to the early starts and varied programs throughout the state, this year's activities include several new twists. The most changed is the state kick-off program.

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MAMMA Celebrates 45 Years Of Operation Teamwork

LOU ANN GOOD
Lancaster Farming Staff

HUNT VALLEY, MD — It takes teamwork to produce, advertise and sell milk. For 45 years Middle Atlantic Milk Marketing Association has successfully used operation teamwork to target 15 million people.

On Monday, the MAMMA team, held their annual meeting at the Hunt Valley Inn near Baltimore.

Mike Schmidt and Cal Ripken, baseball celebrities, were there, signing baseballs and drinking milk. Cynthia Kereluk, the dairy industry's fitness expert, demonstrated the no workout-workout soon to be introduced to the TV audience. Dairy princesses from Maryland, Virginia, and Pennsylvania told of their combined inter-

est in promoting dairy products. Dairy Council, United Dairy Industry Association, and the National Promotion and Research Board reported on past and future efforts to promote milk.

Richard Norton, MAMMA's manager, flashed slides of the dairy industry's history and progress. He capped the presentation by unveiling 1991 plans for dairy promotion.

In a surprise move, Norton presented a plaque to Grover B. Simpson, the man who is commonly referred to as Mr. American Dairy Association, for his 32 years of service to the dairy industry.

All participants at the event were robed in red "REAL" seal jackets to illustrate the operation teamwork that synchronizes so efficiently to advertise dairy products.

Washington D.C. Dairy Council

Jeanne Clark, executive director, reported that the Council works closely with nurses, schools, and dental professionals. The council developed a fat budgeting program to help consumers manage the fat in their diets.

Through print and broadcast media, Dairy Council encourages balanced nutrition for all age groups.

Philadelphia Dairy Council

Jan Stanton said 1990 marked the 70 years of Dairy Council's service in nutrition education. She noted the innovative activities the Council has provided, but said, "We must realize that it is sometimes dangerous to have a success-

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Grover B. Simpson, left, was surprised when Richard Norton, MAMMA's general manager, right, presented a plaque in recognition of Simpson's 32 years of service to dairy farmers. Commonly referred to as Mr. American Dairy Association, Simpson is known for his dedication, tenacity, and wisdom in developing promotional programs for dairy products.