

Local Dairy Farmers Help "Lick Illiteracy" In Baltimore

TOWSON, MD — Baltimore's Inner Harbor was the site of the first "Lick Illiteracy" ice cream fest sponsored by the dairy farmers of the Middle Atlantic Milk Marketing Association (MAMMA) and the Southeast United Dairy Industry Association (SUDIA). All proceeds benefitted Baltimore's literacy program, Baltimore Reads, Inc.

For the thousands of visitors to Inner Harbor, it was all the ice cream you could eat, on Saturday, May 25. Ice cream was provided by Lee's Ice Cream, Jack & Jill Ice Cream and Friendly's Ice Cream. Maryland State Dairy Princess Stacey Guyton and Pennsylvania's State Dairy Princess Kristin Metzker, along with county dairy princesses from both states, served ice cream from 11 a.m. to 6 p.m.

"Lick Illiteracy" was the first of MAMMA's summer ice cream promotions designed to increase consumers' awareness of the wholesome goodness of ice cream and frozen yogurt.

The fifth annual "Everyday Is Sundae", held on Philadelphia's Independence Mall, is scheduled for Wednesday, June 26, 11 a.m. Harrisburg and Reading will be the site of MAMMA's first mini-festivals to be held during the Harrisburg Senators game, Friday, June 14 and during the Reading Phillies' game on Sunday, June 23, to 2 p.m. Local county dairy promotion groups will be serving giant sundaes to fans at the Hagerstown Suns game, Friday, June 21 and at the Frederick Keys' game, Friday, June 7.



Maryland and Pennsylvania state and county dairy princesses dipped and scooped for seven hours during the Baltimore ice cream fest held Saturday, May 25, to kick-off June as Dairy Month and to benefit Baltimore's literacy program. Pictured are: Stacey Guyton, Maryland State Dairy Princess; Jacy Clugston, Lancaster Co. Dairy Princess; and Cindy Fell, Cecil County Dairy Princess.

MAMMA advertises and promotes milk and dairy products for more than 5,000 dairy farm families of Pennsylvania, Maryland, Delaware, New Jersey, Virginia and West Virginia.



Stacy Guyton, Maryland's State Dairy Princess enlisted some help from Cal Ripken, Jr. at Baltimore's Inner Harbor over Memorial Day Weekend. Ms. Guyton really did most of the talking to tell visitors about "Lick Illiteracy", the ice cream fest sponsored by the Middle Atlantic Milk Marketing Association and the Southeast United Dairy Industry Association to benefit Baltimore's literacy program and to kick-off June as Dairy Month.



Molly Moo and Susan Summers, Maryland Dairy Princess Director, hand out "I Love Milk" stickers to thousands of visitors to Baltimore's Inner Harbor over Memorial Day weekend and direct them to "Lick Illiteracy", the ice cream festival sponsored by MAMMA and SUDIA, to benefit Baltimore's literacy program and to remind consumers of the deliciousness and wholesome goodness of ice cream.

AGRIMERICA Holds Annual Meeting

GREENE, N.Y. — The second annual meeting of the Milk Producers Voluntary Agricultural Association, now known as AGRIMERICA, was held recently in Greene, N.Y., which is in Chenango County.

Presiding at the meeting was Cathryn Buck, association administrative manager. Special guests were John Pollock, executive director of the Rural Health & Safety Council, and Richard Bucci, director of communications from the office of state Sen. Thomas W. Libous of Binghamton, N.Y.

Pollock presented two demonstrations on hazard decision-making and assessing the risks in a hazard situation. He said the importance should be stressed of knowing the hazard, and making the proper assessment in deciding on whether the risks of the hazard

out-weigh the value of the hazard.

He said it should be emphasized that the goal is to eliminate the hazard if at all possible. If unable to limit the hazard, then try to prevent any risks related to the hazard, he said.

Pollock's represented The NYS Rural Health & Safety Council Inc., a non-profit organization which strives to educate and inform the farm community and public on farm safety and prevention.

Richard Bucci presented an update on Emergency Medical Technician (EMT) legislation.

He explained that the trend in rural communities is to rely on people who volunteer their services, either as firemen or EMT's. But because of the time and training it takes, and the lack of funding through the state for services, the number of people volunteering for

these services is dwindling.

Therefore, there are several bills being discussed in the legislature to help overcome this problem. Some of these include:

- A bill to provide low-interest loans to rural communities for purchasing the necessary equipment for EMFs and fire departments;
- A bill to change the re-certification of EMT's from 3 years to 5 years;
- A bill which would give judges the option of assessing the cost of emergency medical services against persons who are convicted of DWI, DWAI, or driving under the influence of a drug;
- A bill sponsored in the senate which would create a tuition program for EMT's taking courses needed for certification and re-certification. This bill would require the state to pay the tuition for EMT's who successfully complete the courses and then use their training in the community.

Bucci said there is a strong need to keep rural medical services available in the state, since, at times, these are the only lifesaving services available.

Following these two presentations, Francis Meehan, president of AGRIMERICA, gave his annual report. He said the association is important and also needs to grow.

The association was re-organized in 1989, when the board of directors realized that farmers and other agribusiness people had needs that went beyond the realm of health coverage. The membership also needed concrete programs and services that could cater to their unique position as agriculturists.

Because of this new focus,



AGRIMERICA's board of directors for 1991 are, from left, Douglas Marshall Jr, Francis Meehan, president, and Bennett Young.

AGRIMERICA now gives members the opportunity to benefit from other health and safety programs, and educational opportunities.

This has also meant that the board of directors will be growing from three to five directors.

Meehan also announced that AGRIMERICA is to have an exhibit at the upcoming Empire Farm Days and at Ag Progress Days in Pennsylvania, both in August.

Buck presented her annual report to the members.

"A new name, a broader program base and a concentration on the financial stability of the dairy industry," as well as health and safety issues, have been focal points for the association and its board members, she said.

"The Association is dedicated to the principles and rewards of agriculture, and it continues to allow agribusiness owners and their employees to enjoy the unique benefits of fast, friendly service, and a variety of money-saving opportunities," Buck said.

Buck said she summarized the past year in that the association is striving to satisfy the needs and

wants of its members in as many ways as possible.

AGRIMERICA offers a newsletter called Pipeline published every other month. It is sent to association members to keep them abreast of what is going on in the industry.

Another new offering is a quarterly health and safety letter for its members called "AgGuidance."

The association also endorses agriculturally beneficial legislation which aims to help its members.

Members also present testimony when needed, to help their farmer members whenever possible.

Pat Kears and Barbara Kane gave an update on Corporate Care Management. The CCM is an out-of-the-ordinary firm which assists health care participants in containing health care costs. CCM has 20 nurses on staff who offer help in health care benefits and problems. Their service is part of the Milk Producers Health and Welfare Trust, the Medical Care Plan sponsored by AGRIMERICA.

Special recognition was given to

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