

## PDPP, Pizza Hut Join For Promotion

HARRISBURG (Dauphin Co.) — Hockey fans are hearing the message to "Cheese It" this season, and participate in the "Power Play Pay-Off," held during all Hershey Bears' games.

The Pennsylvania Dairy Promotion Program and Pizza Hut have come together to sponsor this campaign for a second consecutive year.

The "Pay-Off" has already generated two grand prize winners. John Hicks, from Harris-

burg, and Lyn Wallace, from Elliptsburg, have both won the contest's top prize, a Real cheese pizza party for four. Forty other Hershey Bears' fans have won prizes in the contest, medium Real cheese pizzas from Pizza Hut.

The contest is conducted through fan entries to the Bears Sports Network. Fans must send a postcard with their name, address, and telephone number, to the Bears network. Postcards should be directed to: "Power Play Pay-Off" Entry, Hershey Bears Radio Network, c/o Hershey Park Arena, Box 866, Hershey, PA, 17033.

One name will be drawn for each Hershey 'Bears' game to compete in the "Power Play Pay-Off" contest. If the Bears score two power-play goals in any one period of the game, the contestant wins a Real cheese pizza party for

four.

Fans are encouraged to "choose the cheese on the home team," Real cheese from Pennsylvania.

Pizza Hut has been recognized for their use of Real cheese on their products. Most of the cheese used by Pizza Hut is produced in Pennsylvania, with milk from the state's 13,000 dairy farms.

Pennsylvania is a national leader in the production of cheese, primarily the Italian varieties.

Further information about the "Pay-Off" and Pennsylvania cheese is available by calling the Pennsylvania Dairy Promotion Program at (717) 787-6903.

## Northeast Breeders Kick Off Steer Test

KANSAS CITY, Mo. — Twenty eastern states' Polled Hereford breeders have consigned steers to the Northeast Feedlot Test and Carcass Evaluation.

The 68 Polled Hereford and black baldy-cross steers are being fed at D&D Feedlot, Urbana, Ohio. According to Les Middleton, the American Polled Hereford Association's (APHA) member service director in the Northeast, the steers averaged 650 pounds upon arrival. They were warmed up for three weeks in December before starting the feeding trial. Middleton expects the steers to finish in June-July weighing between 1,150 to 1,200 pounds.

Goals of the Northeast Polled Hereford feeding trial are to:

- Promote the known feedlot and carcass advantages of Polled Hereford and Polled Hereford baldy cattle.
- Identify Polled Hereford sires superior in feedlot and carcass traits.

- Add to a central data bank of carcass traits information at the APHA.
- Recognize breeders and owners of superior feedlot and carcass cattle.

- Make a profit for each individual consignor of cattle.

Progressive Polled Hereford breeders from six states have consigned steers to this first trial. They include:

- **West Virginia** — K-Lou Farms, Kingwood; Mike McDonald, Lost Creek; A. Goff & Sons, Harrisville; Dar-lee Farms, Shinnston; Hidden Cove Farm, Weston; Grandview Hereford Farm, Beaver, and Pineridge Farm, Fairdale.

- **Pennsylvania** — Flat Stone Lick, Marianna; Susquehannock Farm, Sunbury; Bill Hanna, West Newton;

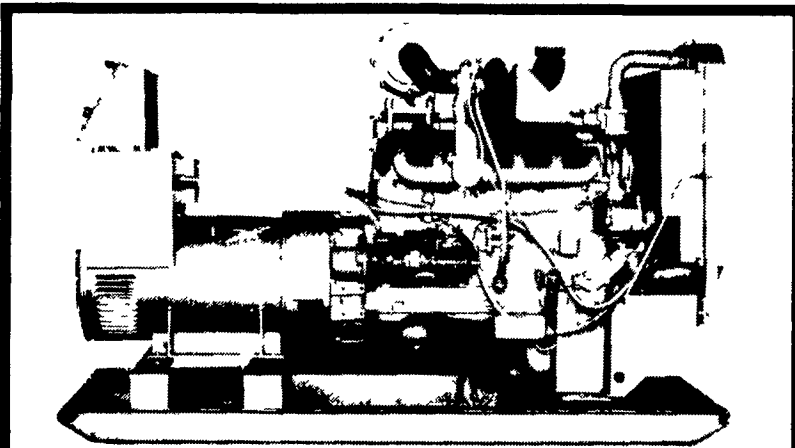
- **Solid Stone Farm, Littlestown, and KJD Polled Herefords, Fairfield.**

- **New York** — Scotchwater Farms, Clarence.

- **Maryland** — Tamsey Farms, Easton; S&J Farms, Monkton; Grandview Farms, Harwood; Churchview Farms, Millersville, and Doug Klotz, Friendsville.

- **New Jersey** — Dunwalke Farm, Far Hills.

- **Connecticut** — Sunnyside Farm, Washington.



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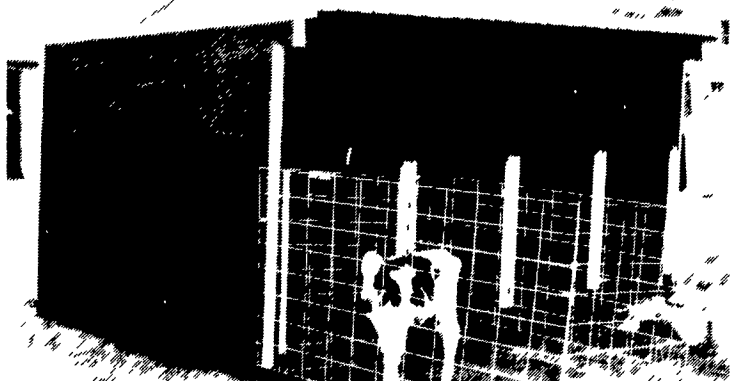
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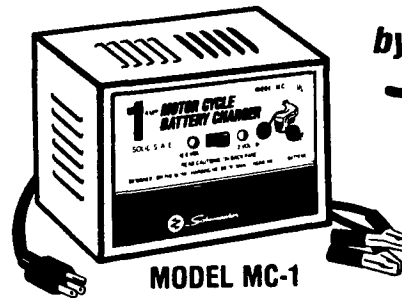
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