

Allied Milk Producers Gather For Banquet



Dorothy Naugle, left, dairy marketing specialist for the Allied Milk Producers' Cooperative Inc., a sponsor of Pennsylvania Special Olympics, is receiving her Olympic medal from Chris R. Shovlin, the western development director for the Pennsylvania Olympics. The ceremony was held during annual dinner meeting of the Allied Milk Producers' Cooperative in Johnstown.

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JOHNSTOWN (Cambria Co.) — In spite of the miserable spring rains, about 250 attended the recent annual dinner meeting of the nine-county Allied Milk Producers' Cooperative, Inc. held here at the Masonic Temple.

At least five of the nine-member counties were represented, said Dorothy Naugle, Hooversville, who is the cooperative's dairy marketing specialist. Eugene Schurman, Indiana Company extension agent, was master of ceremonies. Joel Rose, New Florence, gave the president's report for the board of directors.

Naugle's activity report for the past year detailed how dairy promotion reached the non-farming public through radio, television, give-away promotional materials, bill-board advertising, mall promotions, the local dairy promotion committees, activities of the local dairy princesses, and even the farmers themselves. She used color slides as visual aids with her report.

Naugle told the group how milk punch was served to about 300 last New Year's Eve at the top of Johnstown's Inclined Plane. The dry ice used to keep the half gallons of ice cream frozen until mixing time worked beyond their expectations. But rescue from the dilemma came when the microwave oven in the nearby snack bar quickly softened the bricks of dairy dessert.

Milk was named the official drink for the Pennsylvania Special Olympics for the first time this year when they were held last February in Somerset Co. The Allied Milk Producers' Cooperative is very involved with the Pennsylvania Special Olympics. Besides promotion through a coupon booklet, Naugle and some dairy princess helpers serve unique dairy treats to Special Olympic participants and visitors.

So because of the large contribution the Allied Milk Producers'

Cooperative makes to Pennsylvania Special Olympics, it was honored at the dinner by Chris Shovlin, the western development director of the Olympics.

He presented a plaque and two Olympic medals, which he placed around the necks of Naugle and president Rose.

Three dairy princesses who had met 75 percent of their requirements each received a check for \$200. These incentive awards, totaling \$500 from the cooperative, help to cover expenses incurred while promoting the local dairy industry.

The girls were Melissa Spory, Somerset County; Tammy Farmery, Indiana County, and Jennifer Frederick, Blair County (who, because of a sudden illness, was unable to personally accept her check or to attend the dinner).

Dairy princess awards also went to Leslie Fetter, Bedford



Dairy Princesses Tammy Farmery, left, Indiana County and Melissa Spory, Somerset County, each received \$200 at the recent annual banquet of the Allied Milk Producers' Cooperative held in Johnstown's Masonic Temple. Jennifer Frederick also received the incentive award but was unable to attend the banquet.

County; Shannon Curry, Clearfield County, and Johnny Shaffer, Jefferson County.

Jan Harding, program director for Pennsylvania Dairy Princess and Promotion Services, shared some remarks with guests.

Reports from two area teachers who participated in the Ag in the Classroom workshop, held for the first time last year at Penn State, generated lots of interest. Allied Milk Producers' Cooperative, Inc. paid \$250, or half, the tuition for Diane Empfield and Tom St. Clair, elementary teachers, to attend the workshop. It will do so again this year for other teachers, according to Naugle.

St. Clair from the North Star School District in Somerset County told how he incorporates agricultural facts and fun into practically all the subjects he teaches including music or "Moosic," and vocabulary building.

A bulletin board in the classroom is where ag newspaper clippings are tacked up by ag-alert kids. St. Clair also recorded his pupils' classroom ag-fun and played it during his report.

Empfield teaches in the Marion Center School District, Indiana County. She said she was so excited about agriculture in Pennsylvania that she immediately began a project of hydroponic gardening with her young pupils, envisioning beautiful future flowers as a result of their efforts.

"I have a brown thumb," said Empfield, then brought a round of chuckles by adding, "My dad's a farmer — just enough to keep him in debt and out of trouble."

She said that several failed attempts with the flower seeds were educational. Each time they discussed possible causes, then tried again. They also studied apple varieties and made apple sauce.

"The kids didn't know they were reading," said Empfield about their ag-education, "they thought it was a day off."

Members of the Allied Milk Producers' Cooperative Inc. are assessed 10 cents per hundred-weight to provide all the promotion, services, and equipment it uses. Some members contribute an additional cent, or 11 cents.

A financial report indicated that radio advertising gets the lion's share. Cited as the most com-



These elementary teachers attended a workshop for Ag in the Classroom at Penn State. Half of their tuition was paid by the Allied Milk Producers' Cooperative Inc. Left is Diane Empfield from Marion Center School District and Tom St. Clair from the North Star School District.

prehensive tool used by Allied, the 30-second ads are aired over 12 local stations and are broadcast somewhere every day of the year.

Billboard advertising is a far-off second in the promotion budget, which also allocates money for education and research and for one-time events such as Day At The Farm.

Comprising the organization's central board of directors, includ-

ing Rose, are Robert Beatty, Indiana, Indiana County; Lowell Friedline, Boswell, Somerset County; Janice Lidwell, Ashville, Cambria County; Dave Myers, Summerhill, Cambria County; Fred Shankle, Schellsburg, Bedford County and Marvin Thomas, Hollsopple, Somerset County.

Other member counties are Armstrong, Blair, Clearfield, Jefferson, and Westmoreland.

Farmland Benefits Local Economies

UNIVERSITY PARK (Centre Co.) — Local governments should approach residential development with care, suggests research from Penn State's College of Agricultural Sciences.

"Different land uses affect both the services residents demand from local governments and the tax base that pays for those services," said Dr. Timothy Kelsey, Penn State assistant professor of agricultural economics.

"Residential development can end up costing a community more in services than it contributes in revenues," Kelsey said. "Other land uses can bring economic benefits by providing more in revenue than they require in services."

Kelsey recently studied the relationship between land use, community services and spending and revenues in Adams, Lebanon and Perry counties.

He compared 1991 township and school district budgets with the types of land providing the revenue or using the services.

"I found that residential land provides less revenue than it requires in services," he said. "The financial shortfall is made up by commercial, industrial, and farm and open land."

Residential land in Bethel Township in Lebanon County required \$1.08 in services for each dollar it provided in all taxes and other revenues, while commercial, industrial and farm and open land provided more in revenue than they took in services.

"Other land uses help subsidize the needs of residential land," Kelsey said. "For each dollar farm and open land contributes to Bethel Township, it takes only six cents to provide services to that land. Homeowners benefit because they pay less for services than they

would without these other tax revenues."

The ratios are less extreme, but still skewed, if township and school district finances are separated.

"For township government alone, residential land still contributes less than it takes, while commercial, industrial and farm and open land give more than they take."

School-related expenditures far outweigh most township expenditures, so schools have a much greater impact on local taxpayers.

"All land uses contribute revenue to the schools, even though all school expenses are directly related to families living on residential land," Kelsey said. "For example, in 1991, farm and open land in Bethel Township provided nearly \$150,000 for local school district expenses."

This is above and beyond the property taxes farmers paid for buildings and homes, Kelsey said, noting that homes on farms were treated as residential properties to make the study consistent with earlier American Farmland Trust studies.

"Only farmland without buildings was categorized as farm and open land."

The results indicate that local leaders must carefully examine the ramifications of developing farm and open land.

"If farm and open land must be lost, commercial or industrial development can benefit the tax base, if it doesn't dramatically raise demand for services," Kelsey said. "Residential development seems to be another story."

Kelsey's results were consistent across the three counties he studied as well as with studies done in Connecticut, Massachusetts and New York.