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producer assessment money.

MAMMA draws funds from farmers pooling milk in the Federal Order 4 marketing area. They had claimed 100 percent accountability for processors and producers paying assessment funds into the system.

On the other hand, regions of Pennsylvania are not specifically covered by a federal order and therefore the assessments paid in by those dairy producers were questioned at the time by MAMMA.

The issue was that MAMMA didn't want its producer's money going to support promotions for farmers or processors who weren't paying their fair share.

The split between the two agencies has stayed, though there are several programs in which the two are mutually supportive. There is also evidence that cooperation may increase.

Nevertheless, the PDPP's first efforts were as an advisory council to the state secretary of agriculture. Then in 1987, it was reorganized under Act I, which happened to be the first law Gov. Casey signed into being.

The PDPP Commodity Marketing Board was composed of 21 members, with 20 of those active in milk production. They are nominated by dairy producers across the state.

The funding for all dairy promotion comes from the 15-cent-per-hundredweight assessment. A

nickle of that goes to the national effort. The dime goes either to PDPP, or to whatever agency the producer chooses.

From Oct. 1, 1987 to Sept. 30, 1988, PDPP's financing totaled \$2,362,654. The outlay that fiscal year was \$1,863,801, with the majority designated as going for "advertising."

According to the 1989-1990 annual report, the PDPP budget was \$1.4 million. This past year, that amount has changed little.

In the annual report, Ross reported that during 1991-1992, PDPP spent \$1,315,844, with \$892,293 on advertising and marketing programs, \$206,602 on public relations and communications, \$138,889 on nutrition education, and \$78,060 on operational costs.

While the funding may not have changed significantly, there's a big difference in the way the spending is detailed and planned. Now Ross and the board develop a marketing plan.

The document is flexible, however, as it must be. But it is there, reflecting a much more detailed approach to making each dollar bring as much return in advertising as possible.

And it's more traceable. MAMMA is coming along also. Though MAMMA has elected not to share in some of the national advertising that PDPP buys into, its game plan is also detailed.

Its budget for 1992 total \$5,564,579 with some carryover to this year. And it also has changed

some of the promotional activities.

MAMMA had been known for doing more give-away activities with milk, cheese and ice cream, using dairy princesses, giving away things at baseball games, sponsoring celebrity milking contests at baseball games, etc.

Now the agency has dropped some of those things, after review, and has started to shy away from events which end up as promotions of dairy products to dairy producers.

Now it has gotten into commercials and contracted with Cynthia Kereluk to be a television and live spokesperson. Now they have exercise regimes and calanders.

The have newsletters, photographs advertising ments, dairy case management and workshops, a Philadelphia Zoo dairy display exhibit called the "Miracle of Milk," etc.

While there are some differences remaining among the varying dairy promotion agencies, they are attempting to do the same thing — convince a target audience of women aged 18 to 49, and men aged 18 to 34 to drink more milk.

While the details may still be different, and while there may be some competition remaining between agencies, the people running the programs and overseeing the programs have developed along with them.

## Research Higher Corn Population

UNIVERSITY PARK (Centre Co.) — Research at Pennsylvania State University is attempting to determine if corn planted in narrow rows with increased populations will produce higher yields for Pennsylvania farmers.

Dr. Greg Roth of the university's agronomy department said there has been research in the Midwest and other areas on narrow-row, high-population corn, but data for the eastern U.S. are scarce.

"We have areas of very high-yielding corn in Pennsylvania and we want to find out if narrowing the rows and increasing plant populations will give us additional bushels per acre," Roth said.

Roth's two-year research project will compare traditional 30-inch rows with 15-inch rows and a normal population of 27,000 plants per acre with a high population of 34,000 plants per acre.

"Preliminary research suggests

that corn yields can be increased by 5 to 10 percent using narrow rows," said Joe Mayer, agronomy manager for Pioneer Hi-Bred International, Inc., in Mount Joy.

"Corn growers are looking for ways to take the next step to obtain maximum economic yields for corn," Mayer said.

Roth's study, supported in part by a grant from Pioneer Hi-Bred, will compare several different hybrids to determine what characteristics are more suited to higher populations.

"It will be important to select high-yielding hybrids that tolerate increased populations," he said. "They also must be resistant to lodging."

Roth said eastern conditions are quite different from conditions in the Midwest, where most of the data have been produced. "We tend to have drought stress and more disease pressure," he said, "but we're optimistic that we'll fine-tune the system to help Pennsylvania corn growers."

Pioneer Hi-Bred administers grants for agronomic research through its North American Seed Division. In 1993, grants were given for eight new research projects and 23 continuing projects at universities nationwide.

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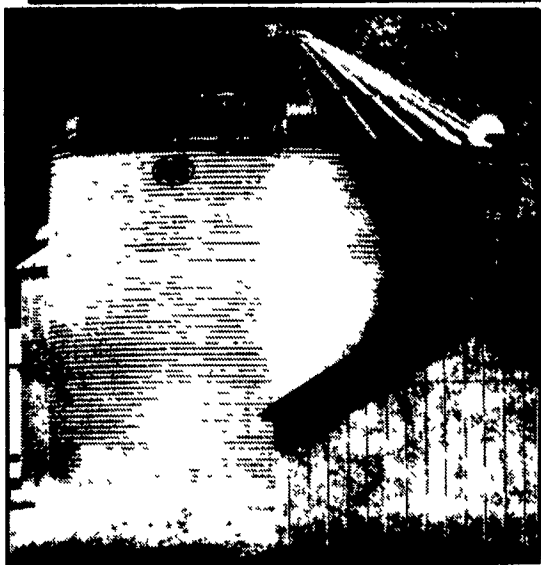
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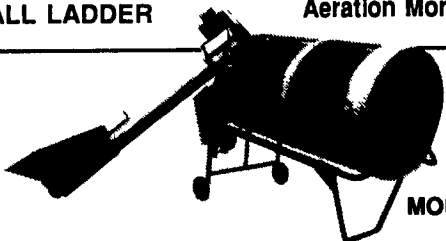
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