

Lancaster Dairy Day On the



Dennise Bollinger holds the halter of her red and white Holstein cow, Stephanie, while children pet the cow and ask questions.



Dairy Princess Jenny Bashore gives a strawberry milk to a young woman, one of the large lunchtime crowd at Lancaster's Penn Square, while Stacy Habecker, stands behind.

VERNON ACHENBACH JR.
Lancaster Farming Staff
LANCASTER (Lancaster Co.) — Thousands of people were introduced to new dairy products and reintroduced to cold drinking milk on June 11 during the Lancaster Dairy Day On The Square dairy promotion held in the town square of Lancaster city.

For the past several years, the Pennsylvania Dairy Promotion Program, a state-supported, qualified dairy promotion agency, has held several in-town dairy promotions across the state. The goal is to increase public awareness of dairy products and thereby increase demand.

The method is based on the concept of creating or joining in public social events and dispersing samples of dairy products and information on the benefits of dairy products to those unfamiliar with, or who have stopped using, the products.

Done in conjunction with other events, such as Lancaster city's lunch-time outdoor program, allows the promotion program to stretch its dollars.

It is a way to reach people who perhaps would not otherwise go to a dairy products tasting event.

Several cities are targeted for several different promotions, all different, as part of the overall dairy promotion campaign that

PDPP, and several other qualified promotion programs, wage in Pennsylvania all year.

This year, that could change, depending on the outcome of a producer vote on keeping the National Dairy Board. Tied to that vote is a 15-cent assessment which funds the majority of promotion efforts.

Pennsylvania would lose its assessment, and its dairy promotions, should producers elect to dissolve the National Dairy Board.

Friday's promotion at Lancaster's Penn Square, located at King and Queen streets, coincided with a city "brown bag" lunch program, where the city sponsors lunch-hour entertainment at Penn Square in an attempt to boost citizen moral and to generate downtown activity.

Combined with sunny skies and a mild breeze, the promotion was one of the most successful, in terms of the rapidity with which dairy products disappeared into the hands and mouths of the crowd.

Within an hour and a half, distributed to consumers were 1,000 half pints of strawberry-flavored milk from Graybill's, 1,000 push-up frozen orange sherbert treats from Kemp's Foods of Lancaster, 500 handmade ice cream sandwiches from Coleman's Ice Cream, and 700 half-pints combined of white and chocolate-flavored,

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Stephanie, a red and white Holstein cow owned by Dennise Bollinger, of Manhelm, is petted by just a handful of the many dozens of people attracted to a downtown cow.

Dairy Grazing Tours Offered

CREAMERY (Montgomery Co.) — Those who are currently grazing dairy cattle, considering changing to a grazing system, or are just curious about the concept and practice, then consider participating in the remaining two walking tours scheduled to be held June 24 and July 29 in Bucks and Berks counties.

The walking tours are part of an ongoing program of casual walking tours of different farming operations that is being coordinated by the Penn State University Extension Service offices in Berks, Bucks and Montgomery counties.

This most recent series of three walking tours of grazing opera-

tions in southeastern Pennsylvania counties began in May with a walking tour of Brian and Brenda Moyer's Franconia, Montgomery County farm.

The next walking tour is to be held Thursday, June 24, at the Jessie Howe farm in northeastern Bucks County.

A third pasture tour is to be held July 29 at the Forrest Stricker farm in Robesonia, Berks County.

The Howe farm is operating on its third year with a grazing system, according to an extension news release received this week. They have 20 cows and intend to increase to 35 on 23 acres available for grazing, with water in each paddock. He has planted his pastures with cool season grasses and legumes.

He also started seasonal dairy

this year, which relies on synchronizing breedings, freshenings, and drying off.

His equipment needs are few; according to the news release he uses a tractor, a rotary mower and a manure spreader. He uses no fermented feeds, and his milk production is moderate.

The Forrest Stricker Farm in Berks County maintains almost 100 head milk cows grazed on 50 acres permanent pasture planted in a mixture of grass-legumes and alfalfa. There are also additional land used for temporary grazing. The cows use two alleys to get to the pastures and water is available in all paddocks.

The types of tours being offered varies, so anyone interested in hosting a walking tour should call either Myers at (215) 378-1327, or Fritz at (215) 489-4315.

Pa. State Grange To PMMB: Thanks But Still Not Perfect

HARRISBURG (Dauphin Co.) — The Pennsylvania State Grange has mixed emotions about the Pennsylvania Milk Marketing Board's recent vote to keep the price paid per hundredweight of milk to dairy farmers at the same level as last year.

Brenda Shambaugh, Pennsylvania State Grange legislative director, said the PMMB retained the 80 cents per hundredweight over-order premium for Class I milk indefinitely. The vote came at the PMMB's June meeting at

the Department of Agriculture building in Harrisburg.

"While this is not exactly what we asked for," Shambaugh said, "we're happy that the board chose to keep the 80 cent over-order premium indefinitely."

Shambaugh said maintaining the 80 cent over-order premium will help stabilize the dairy industry.

The Grange testified on April 21 in Harrisburg that statistics should be used to establish the price paid to producers because

variations in Class I prices lead to fluctuating profits.

"We would have liked to see the board implement the statistics and a formula to determine the over-order price," Shambaugh said.

Grange policy calls for the use of the statistics from the Pennsylvania Agricultural Statistics Service (PASS) as a base for quarterly updating of milk prices without holding hearings.

Shambaugh said farm organizations and individuals will maintain or retain the right to petition the

board to reset the price.

"In case of an emergency — such as a drought — the board could hold an emergency meeting to decide whether the price needs to be adjusted to address the situation," Shambaugh said.

The motion to continue the same premium passed by a 3-0 vote, according to Shambaugh.

The Pennsylvania State Grange is a fraternal organization voicing the opinions of farmers and rural citizens across Pennsylvania. With membership of 35,000 in the state and 325,000 nationwide, the Grange is one of the largest farming and rural organizations in the country.

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