

Dairy Promotion Brochure Available



HAPPENINGS

HARRISBURG (Dauphin Co.)
— The Pennsylvania Dairy Promotion Program has released information about dairy promotion activities conducted across Pennsylvania. A free brochure describes those promotion efforts conducted in Pennsylvania on behalf of the state's dairy farmers.

The brochure tells producers, "What's so important about dairy promotion? Does it really affect dairy farmers' bottom line?" The information answers these questions and provides full details about promotion campaigns on television/radio airwaves and grocers' shelves, among other locations.

It is clear that "cooperation is a key component in Pennsylvania Dairy's marketing strategy." The brochure explains that cooperation improves efficiency and extends the dollars available for

dairy promotion.

Descriptions are provided for a variety of activities including: advertising, sports marketing, nutrition education, communications, grassroots promotions, and consumer marketing. Photos are included to give readers the complete picture about promotion activities.

For those wanting to know how well promotion is working, the brochure provides a comparison of milk production and commercial disappearance. This explains that while promotion has been working to increase the commercial use of milk, milk production has increased on a similar scale. Therefore, the impact of promotion is not easily reflected on the farm.

For your free copy of this brochure, contact the Pennsylvania Dairy office at (717) 787-6903.

Lebanon 4-H Horse Show Winners

Lebanon County 4-H horse members received twelve awards at the 34th annual State 4-H Horse Show, held October 29 through October 31 at the State Farm Show Complex in Harrisburg.

In 4-H horse production classes, members breed and raise their own project animal. Local winners were Jennifer Hain, Myerstown, 1st Arabian filly of this year; Amy Tshudy, Annville, 1st thoroughbred filly of this year; Jonathan Bixler, Palmyra, 2nd POA filly of this year and yearling filly; Amy Tshudy, Annville, 2nd hunter type horse yearling gelding; Erin McClellan, Lebanon, 4th hunter type horse colt of this year; Heidi Urban, Bethel, 4th quarter horse colt of this year; and Sarah Kreiser, Annville, 6th paint colt of this year. Jennifer Hain and Amy Tshudy were named master showmen with their horse production projects.

Lancaster Farming, Saturday, November 27, 1993-821

County winners in 4-H performance classes were Alexis Clelan, Newmansstown, 5th hunt seat equitation (over jumps) junior division; Jonathan Bixler, 10th place open trail pony, 10th place western riding, 7th place clover leaf barrel race pony; and Kirsten Bixler, 8th place pleasure driving.

Lebanon County was recognized with the 1st place educational display and Good Housekeeping Award.

Columbia County Has Horse Show Winners

Columbia County 4-H horse members received 15 individual place awards in the 34th annual State 4-H Horse Show in Harrisburg.

County winners in 4-H horse performance classes were Crystal Smith, first place, western pleasure ponies; Robert Kile, first place, obstacle trail; Kristy Wenner, third place, stock seat equitation junior division; Crystal Smith, fourth place, open trail pony; Robert Kile, fifth place, walk-trot equitation; Crystal Smith, fifth place, western riding; Samantha Thomas, sixth place, saddle seat equitation senior division; Seth Shuman, eighth place, saddle type pleasure ponies; Valerie Keller, seventh place, hunter horse under saddle; and Autumn Kreischer, tenth place, pleasure driving.

In 4-H horse production classes, local winners were Autumn Kreischer, first place, stock type horse colt of this year; Maria Ludwig, second place, hunter type pony 2-yr-old gelding; Theodore Bunnell, third place, Palomino 2-yr-old filly; Beth Ann Bunnell, third place, palomino colt of this year, and Maria Ludwig, fourth place, hunter type horse 2-yr-old gelding.

Several other Columbia County horse club members competed in the state contest and received recognition. Charles D. Gale, extension agent, pointed out that competition gave 4-H'ers an opportunity to display their skills in horsemanship and proper horse grooming.

Cumberland 4-H Horse Show Winners

Cumberland County 4-H members did exceptionally well at the 34th annual State 4-H Horse Show, held at the State Farm Show Complex in Harrisburg.

Tonya Sollenberger, Shippensburg, exhibiting "Switch Time," placed first in the grooming and showmanship (16 and older) class and Chris Nichols, Shippensburg, riding "Golden Circle," placed first in the western pleasure horse class.

Melinda Barber of Carlisle placed second in the saddle seat equitation senior division class riding "Inheritress." Megan Ginnick, Shippensburg, riding "LA Honey Dew," placed third in the stock seat equitation class and placed 5th in the grooming and showmanship (13-15 years) class.

Meg Nichols, Shippensburg, exhibiting "Dixiana Fandango," placed 3rd in the grooming and showmanship (16 years and over) class. Amy Burd, Dillsburg, exhibiting "Zippy Cowboy," placed 5th in the grooming and showmanship (13-15 years) class. Chandra Yohe, Shippensburg, riding "Billy Joe," placed 10th in the clover leaf barrel race.

In the State 4-H Horse Production Show, Trevor Long's paint filly of this year, "LA Lady Con," placed first, his paint 2-year-old filly, "LA Christiana," also placed first and his paint gelding, "LA Con Man," placed 3rd. Trevor is from Carlisle.

Jason Staver, Shippensburg, exhibiting "Pages Spitin Image," placed 4th in the quarter horse filly of this year class. Jack Staver, Shippensburg, placed 9th in the 2-year-old western pleasure futurity.

In addition, Jennifer Beck, Carlisle, participated in the pleasure pony driving, pole bending pony division, and the raised box keyhole pony division. Melany Ginnick, Shippensburg, rode in the western pleasure horse class and Tonya Sollenberger participated in the open trail horse class.

"The competition gave 4-H'ers an opportunity to display their horsemanship skills," said Duane G. Duncan, county agent.

Dauphin 4-H Horse Show Winners

Dauphin County 4-H Horse Club members received 14 awards at the 34th annual State 4-H Horse Show, held recently at the State Farm Show Complex in Harrisburg.

County winners in 4-H performance classes were Elizabeth Holtzman, Harrisburg, hunter seat equitation junior division 10th place and hunter ponies under saddle second place; Jeffrey Kopenhaver, Dauphin, working hunter horses ninth place; Joanna Smeigh, Enola, hunter hack ponies seventh place; Candy Dupler, Grantville, obstacle trail course seventh place and walk trot equitation 10th place; Catherine Marshall, Hummelstown, obstacle trail course eighth place and walk trot equitation eighth place.

In 4-H horse production classes, members breed and raise their own project animal. Local winners were Kristin Showers, Dauphin, half arab colt of this year and yearling colt first place; Christie Laudenslager, Lykens, half Arab yearling gelding second place; Todd Kopenhaver, Dauphin, paint yearling colt second place; Beth Klinger, Dauphin, quarter horse yearling filly third place and a master showmanship award; Marie Kuhn, Halifax, stock type horse colt of this year sixth place; Heather Reber, Millersburg, thoroughbred 2-year-old filly second place.

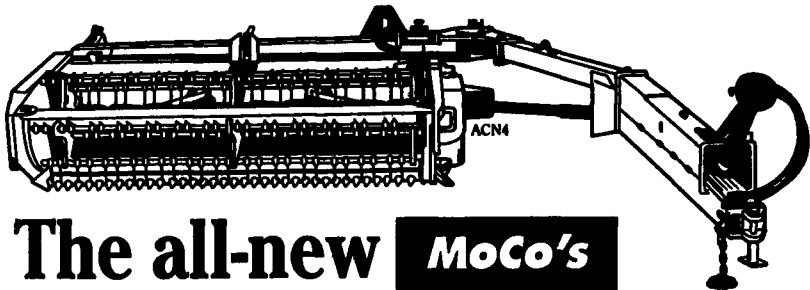
"The competition gave 4-H'ers an opportunity to display their horsemanship skills," said Frederick C. Rudy, extension agent, 4-H/youth development.

make it milk



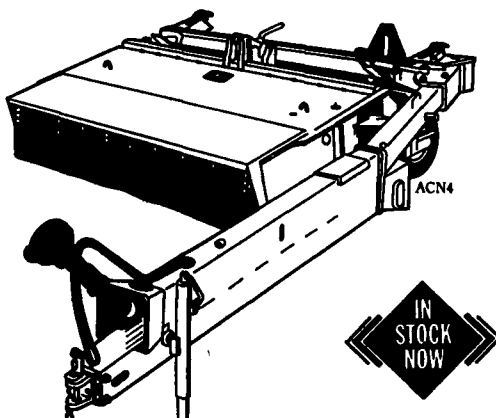
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