Top Pennsylvania DHIA Herds By County For May

(Continued from Page C11)

WARREN

MAPLE PLACE FARM	53.8	23208	873	3.8	738	3.2
RICHARD HARRINGTON	24.2	22016	866	3.9	725	3.3
FOGGY MEADOWS FARM	69.4	22563	810	3.6	716	3.2
TWIN STATES FARM INC	245.1	21987	809	3.7	691	3.1
JARED LINDELL	74.6	20919	773	3.7	665	3.2
BRUCE &SUZIE LINDELL	86.8	20841	759	3.6	664	3.2
FLOYD BEARDSLEY	42.3	21094	806	3.8	660	3.1
GLA DON FARMS	51.3	20668	692	3.3	657	3.2
RONALD HUNTER	24.2	20418	708	3.5	640	3.1
PINE TON FARMS	138.9	19382	712	3.7	626	3.2
POVERTY HILL FARM	49.1	18923	662	3.5	619	3.3
DENNIS LINDELL	66.6	19306	672	3.5	619	3.2
DOUG+DIANE HASTINGS	41.3	19550	713	3.6	618	3.2
JOHN WOODIN	16.4	17755	678	3.8	608	3.4
RAN-DELL FARM	53.2	19033	663	3.5	604	3.2

WASHINGTON

RANKIN FARM	21.4	28239	1054	3.7	913	3.2
CO-HILL FARMS	71.1	20503	712	3.5	676	3.3
RANKIN FARM	33.4	18029	903	5.0	675	3.7
HAMILTON BROS	121.9	21482	810	3.8	671	3.1
ALBERT CONNER FARM	54.8	21562	709	3.3	669	3.1
GAPEN BROS.	96.6	21097	724	3.4	660	3.1
OBRIEN FARM	36.5	20892	695	3.3	652	3.1
JOHN & J E MARCHEZAK	82.3	20555	783	3.8	637	3.1
W KENN & W REX SMITH	52.2	19145	736	3.8	627	3.3
YATES VUE FARM	53.5	19365	701	3.6	624	3.2
MILLERVALE FARM	57.7	19764	743	3.8	616	3.1
MORGAN GLO FARM	58.0	19247	707	3.7	615	3.2
AIRYHURST FARM	48.7	19077	717	3.8	606	3.2
WINDSON DAIRY FARM	53.5	19388	678	3.5	596	3.1

WAYNE

RICHFIELD FARMS	83.0	22674	694	3.1	717	3.2
HIGHLAND FARMS	71.6	21729	746	3.4	691	3.2
DALE WOROBEY	40.7	20686	805	3.9	687	3.3
KEVIN BURLEIGH	45.8	21065	795	3.8	681	3.2
ARTHUR RUTLEDGE	48.3	21177	711	3.4	678	3.2
GEORGE&DAVE BANICKY	49.9	21334	812	3.8	678	3.2
JERICHO DAIRY	48.8	20700	773	3.7	671	3.2
ROWE BROS	91.8	21304	923	4.3	670	3.1
PAUL HARRISON & SONS	29.1	20124	728	3.6	661	3.3
JAMES SLOCUM	24.0	19613	734	3.7	656	3.3
CARL SHEPSTONE	61.4	20367	696	3.4	654	3.2
ALLAN SCHNAKENBERG	59.0	19841	707	3.6	653	3.3
DAVE NOBLE	53.0	20351	789	3.9	651	3.2
GARY FIELDING	41.9	20180	714	3.5	637	3.2
CARL A ROBINSON	52.4	19705	716	3.6	636	3.2

WESTMORELAND

HARRY R MARKER	71.7	24067	766	3.2	780	3.2
JOHN & ROBERT GRAHAM	52.7	22211	748	3.4	704	3.2
HOWARD H BRANTHOVER	96.2	20785	712	3.4	665	3.2
OVERLEA FARMS	116.0	19486	709	3.6	661	3.4
WILLIAM BUTTERMORE	40.5	21150	713	3.4	660	3.1
ALVIN VANCE JR.	24.7	20132	757	3.8	659	3.3
CATALINA DAIRY	153.7	20460	759	3.7	656	3.2
KEITH C WALTERS	51.5	20384	754	3.7	645	3.2
BILL & RICK EBERT	69.2	19501	723	3.7	639	3.3
JAMES D ROGH	72.0	19944	697	3.5	635	3.2
RICHARD LOVE	50.0	18924	678	3.6	619	3.3
RICHARD G STONER	83.6	19550	792	4.1	611	3.1
ROSTRAVER DAIRY FARM	29.9	19957	613	3.1	605	3.0
ROBERT M FINK JR	41.5	18966	670	3.5	604	3.2
JOHN R WIGLE	135.4	18539	622	3.4	587	3.2

WYOMING

DA VUE HOLSTEINS	44.1	24012	872	3.6	753	3.1
WAYNE-ROGER SHERWOOD	63.6	21878	863	3.9	708	3.2
RICHARD PLACE	59.3	21092	803	3.8	679	3.2
ROGER S WILLIAMS	58.3	18782	753	4.0	644	3.4
INSINGA HOLSTEINS	59.7	19258	723	3.8	625	3.2
BROWN HILL FARM	95.3	18974	723	3.8	623	3.3
JOHN CHRIST	33.6	18819	761	4.0	614	3.3
R + W KUZMA FARM	52.9	19327	717	3.7	610	3.2
TOM SANDS	54.8	18787	747	4.0	604	3.2
JOHN + PAM ATKINSON	46.9	18982	661	3.5	594	3.1
SHUPPS FARM	57.4	18005	696	3.9	590	3.3
ARROWHEAD FARM	27.7	18438	678	3.7	588	3.2
FOSTER L CONSTABLE	43.5	17659	653	3.7	583	3.3
PEARLSTREET	55.1	18147	613	3.4	579	3.2
NICHOLAS ZAJAC	37.0	17581	640	3.6	573	3.3

YORK

BLUE KNOLL FARMS	84.9	25370	836	3.3	816	3.2
SMYSERS RICHLAWN FMS	74.2	25188	925	3.7	778	3.1
LEONARD GREEK	53.3	23415	850	3.6	749	3.2
LYNN WOLF	91.5	23434	720	3.1	743	3.2
SINKING SPRING FMINC	62.8	23026	769	3.3	726	3.2
WAYNE E MYERS	51.5	22431	853	3.8	720	3.2
BESHORE FARMS	44.6	22577	875	3.9	717	3.2
B ROBERT CHARLES	45.9	23147	781	3.4	712	3.1
EDWIN L CALHOUN	55.5	22151	867	3.9	711	3.2
WALK LE HOLSTEINS	75.5	22542	783	3.5	704	3.1
RAMSEY S COOPER JR	70.1	22985	844	3.7	701	3.0
WILLIAM MYERS	47.7	22169	1009	4.6	698	3.1
STUMP ACRES	70.8	20804	805	3.9	692	3.3
R R & M R STEWART	52.5	21828	662	3.0	677	3.1
EARL FUHRMAN	93.4	21718	770	3.5	674	3.1

Vegetable Growers News

Kits to Launch Stickering Program

HARRISBURG (Dauphin Co.) — Beginning this summer, consumers will have an opportunity to instantly identify the fresh flavor of locally grown Pennsylvania vegetable crops thanks to a new stickering plan to be launched in the Pa. Vegetable Marketing and Research Program's 1994 Point of Purchase (POP) kits.

Each POP kit will include 100 new Grown in Pennsylvania stickers to be directly applied to individual cantaloupes, watermelons, and other crops. Industry research has consistently proven that crops featuring a brand identification or location sticker outsell the competition.

Use the initial 100 Grown in Pennsylvania stickers to establish trial programs with your crops. When it's clear that the stickers are helping you sell more vegetables, be sure to re-order additional quantities to suit your needs.

The new Grown in Pennsylvania stickers aren't the only new item in this year's POP kits. Each merchandising package also will include 25 three by three inch full color Pennsylvania Proven Produce logo stickers for use in markets and on signs. These versatile stickers will add color to your market and provide additional visual reinforcement of the Pennsylvania Proven Produce theme.

The 1994 display kits will continue last year's popular Frequent Buyer's promotion, designed to build customer loyalty and generate repeat business at your market. Growers again will receive quantities of the Frequent Buyer's cards, which offer a 10-percent discount on the sixth purchase of fresh vegetables, and a 10-percent discount plus a free bonus on the 12th purchase.

The kits also will feature program's popular laminated poster, price paddles and price cards, as well as a packet of the "Know Your Vegetables" brochures and a logo slick for use with local advertising.

If you do not want the POP kit but would like to use the Grown in Pennsylvania stickers, call the program's offices at (717) 473-8468 for information on ordering.

Pick 5 Get 10-Percent Sale Continues to Grow

With expanded promotional and merchandising materials, this year's Pick 5 Get 10-percent sale promises to be bigger and better than ever.

Now entering its third year, Pennsylvania's first ever statewide produce sale continues to attract consumer attention and increase sales at farmers' markets and roadside farm markets. The promotion allows customers to save money when they buy five servings of fresh Pennsylvania produce.

For vegetable producers, of course, the sale is designed to draw additional traffic into markets and help move surplus crops late in the growing season.

The Pick 5 Get 10-percent merchandising kits feature the giant poster and 100 copies of the "Good Nutrition from Asparagus to Zucchini" brochure. In response to requests from growers, we're also including a new sign that better explains how the sale works. The small full color sign can be displayed in your market near the produce or near the cash registers to help your customers understand the rules of the promotion.

To help draw additional customers to your market for the sale, each kit also will include generic Pick 5 Get 10-percent and slicks for use in your local newspaper as part of your market's advertising program.

For additional promotional muscle, we'll again be distributing a public service announcement (PSA) to radio stations statewide. Last year's PSA was picked up by more than 50 stations and encouraged consumers to eat five servings of vegetables and fruit every day. We'll also be issuing a special news release to newspapers and television stations across the state. This release will which include a list of local markets that are participating in the sale.

Like the POP kits, participating in the Pick 5 Get 10-percent sale is free for growers paying the annual assessment. To help improve sales at your market during this unique sales event, simply complete the enclosed order card.

Vegetable of the Week Column to Be Introduced

For the past four years, the Marketing and Research Program has kept newspapers across the state informed about when Pennsylvania's different vegetable crops come into season.

Through the years we have been successful in placing feature stories on vegetables in newspapers read by millions of people across the state.

In an effort to improve upon that success, the program will offer the daily and weekly newspapers across the state a free six-week "subscription" to a "Vegetable of the Week" column that will highlight a different major Pennsylvania vegetable crop each week. It will include nutritional information about the crop and recipes on how to use it.

Use That Logo

The "Pennsylvania Proven Produce logo is designed to be used whenever you want to identify your produce as being grown in Pennsylvania. Use it in your advertising or on anything you have custom printed like produce boxes, stationary, invoices, etc.

Many of the box companies have the logo in their files and can print it on your boxes if you request it. If they do not have it on file, call us and we will send a copy of it to them. Or if you need a copy of it suitable for reprinting, call and we will send you a copy also. The number is (717) 473-8468.

Program Funds Eight Research Projects for 1994

The Pennsylvania Vegetable Marketing and Research Program will help fund eight vegetable research projects in cooperation with the Pennsylvania Vegetable Growers Association (PVGA) and Furman Foods in 1994. The eight research grants total nearly $35,000.

The Vegetable Marketing and Research Program will be contributing $20,000 while PVGA will contribute $13,000 towards the vegetable research grants. Furman Foods matched their grower contributions with additional funds of about $2,400.

The projects chosen for funding are listed below with their objectives:

• *The Pennsylvania State University:*

• Weed Management in Vine Crops

Michael Orzolek and John Murphy, $3,641.

To determine the effect of several currently labelled herbicides (Dual, Command, etc.) on weed control and crop phytotoxicity and yield in several species of vine crops.

To determine the effect of the different weed management strategies such as thermal weed control and living mulch on weed control and yield of various vine crops.

• Disease Control for Snap Beans, Pumpkins and Tomatoes

Alan MacNab, $9,500.

To evaluate a soil treatment for root rot control in snap beans.

To evaluate the influence of varietal resistance and fruit maturity on rot development in pumpkins.

To identify disease control thesholds for tomatoes and to assess the value of resistance to disease in tomatoes.

To maintain and operate the tomato disease forecast system in Pennsylvania.

To develop and evaluate an integrated early blight and anthracnose fruit rot control program for tomatoes in Pennsylvania.

• Effect of High Nitrogen Uptake on Nutrition and Tomato Production.

Cyril Smith and Thomas Jurchak, $4,500.

To determine the optimum nitrogen rate and at what level excessive nitrogen uptake adversely affects production.

To learn more about the role of nitrogen in tomato growth and in avoiding pollution.

To evaluate various nitrogen and calcium sources and other interacting factors in affecting calcium uptake.

• Development of Total Biocontrol Strategies for Insect Pests in Greenhouse Vegetable Production.

Michael Orzolek, Paul Heller & Cathy Thomas, $3,172.

To develop total biocontrol strategies for insect pests in greenhouse vegetable production.

• Sweet Corn Integrated Pest Management in Pennsylvania.

Steve Spangler, Shelby Fleischer & Dennis Calvin, $5,208.

To examine the use of commercially-available and less expensive traps for monitoring ECB moths.

To create educational materials to train growers to implement a sweet corn IPM program.

To continue to improve the existing infrastructure that effectively monitors pests of sweet corn ears, including maintaining the toll-free information telephone line.

(NOTE: The toll-free number for current information on sweet corn pests is (800) 321-4756.

• *Cornell University:*

• Breeding Pumpkin and Squash for Disease and Insect Resistance.

Richard Robinson, $4,011.

To breed pumpkin and squash for resistance to zucchini yellow mosaic virus combined with resistance to other viruses, powdery mildew, gummy stem blight and other storage rots. In addition to disease and insect resistance, squash and pumpkin will be bred for better quality and other desirable traits, including the ability to set fruit without pollination.

• Evaluation of Economic Value of Disease Resistance in Beans.

Michael Dickson and Rixana Petzoldt, $2,500.

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