

## TV Spots Produced By Lancaster Association

**EVERETT NEWSWANGER**  
 Managing Editor  
**LANCASTER** (Lancaster Co.) — No one knows for sure if you get to people's pocketbook by the way of the stomach or through the heart. But the Lancaster County Poultry Association has produced a 30-second TV commercial that promotes the good nutrition of eggs and the good feeling of association with the agricultural heritage.

In the spots, association members Alissa Stolzenbach, secretary and Mark Price, treasurer, make statements about the importance of poultry to the local economy. Twenty-eight percent of farm income, 8,000 jobs, and \$175 million in industry activity are attributed to the Lancaster County poultry industry.

In addition, the audience is reminded that members of the local poultry association use ethical and environmental sound farming practices. And "When you purchase Lancaster County poultry products and eggs, you become a part of our agricultural heritage."

The spots aired more than 40 times on WGAL during the last several months.

According to John Schwartz, Lancaster County extension director and advisor to the group, the local board wanted to promote the

industry and send the message that the local poultry industry had an impact on the economy.



The Lancaster County Poultry Association float that is exhibited in many local fair parades shows the 1993 queens in this photo. Melissa Stauffer, right, is the queen and Mindy Dulio is the alternate queen.

Lancaster Farming

# POULTRY NOTES

## Farm Calendar

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### 1995 Events

**Sunday, February 12**  
 Pa. Game Bird Conference, Days Inn, State College, thru Feb. 14.

**Monday, February 13**  
 Poultry Management and Health Seminar, Marek's Update, Kreider's Restaurant, Manheim, noon, and Days Inn, Shamokin Dam, 6 p.m.

**Monday, March 13**  
 Poultry Management and Health Seminar, Fly and Insect Control, Kreider's Restaurant, Manheim, noon.

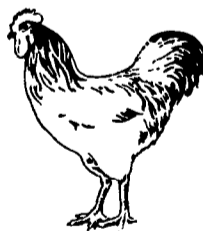
**Tuesday, April 4**  
 Poultry Sales and Service Conference, Nittany Lion Inn, University Park, thru April 5.

**Monday, May 8**  
 Poultry Management and Health Seminar, Hot Weather Management, Kreider's Restaurant, Manheim, noon and Days Inn, Shamokin Dam, 6 p.m.

**Monday, June 12**  
 Poultry Management and Health Seminar, House Environmental Controllers, Kreider's Restaurant, Manheim, noon.



Lancaster Poultry Association members were involved in producing a local TV spot to support the industry. From left, Kevin Starner, Alissa Stolzenbach, Mike Harold, Sarah Augsburg, Don Brubaker, Guy Martin, Mark Lovette, Dennis Herr, Bob Armstrong, Liz Martin, and George Georges.



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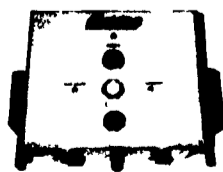
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