

American Dairy Association Recognizes Dairy Promoters

N.Y.—The American Dairy Association and Dairy Council, Inc. (ADADC) named Lori Shaw, 1993-94 Delaware County Dairy Princess, and her court as the Robert S. Turner Dairy Promoters of the Year. Presented at the New York State Dairy Princess Pageant on Tuesday, February 21, this award recognizes a New York Countian who has done an outstanding job of promoting the dairy industry. Selection is based on the number and kinds of promotional activities conducted throughout the year.

Achieving 633 promotions, Shaw was assisted by Nichole Schaefer, alternate dairy princess, and dairy ambassadors, Jo Lissa Kenyon, Michele and Sandra Schaefer. They performed 98 school programs, recorded 457 radio and television public service announcements, wrote 15 newspaper articles, attended 16 farm

meetings and participated in 37 other special events.

This year, the Promoter of the Year Award was presented in memory of Robert S. Turner, who served 10 years as president of ADADC and seven years as president of the national organization. Then called the American Dairy Association, the national organization merged with National Dairy Council under his leadership, creating the United Dairy Industry Association as it is known today. According to the 1981 fall issue of "Promotion Focus," Bob convinced many people that "milk promotion is not just advertising. It's a total promotion concept."

Bob believed that local dairy promotion was an important part of the "total promotion concept," and is the reason this award is presented in his honor. The outstand-

ing efforts of the Delaware County promoters were acknowledged with a trophy and \$500, provided

by the Turner family and ADADC.

ADADC is an advertising and

promotion organization representing dairy farmers in New York, New Jersey and Pennsylvania.



From left: Michelle Schaefer, dairy ambassador; Sandra Schaefer, dairy ambassador; Nichole Schaefer, alternate dairy princess; and Lorle Shaw, dairy princess, receive dairy promoter awards.

Late Blight Threatens Home Gardens

HARRISBURG (Dauphin Co.)—State Agriculture Secretary Charles C. Brosius is asking home gardeners to inspect their plants and help stop the potential spread of late blight disease on potato and tomato crops in 1995.

"Late blight fungus caused the Irish potato famine of 1845," Brosius said. "We want to help farmers and gardeners stop this disease before it gets a chance to threaten the 1995 commercial potato and tomato crops."

New strains of the fungus have developed tolerance to a fungicide that has been effective for more than a decade. In 1993, late blight was found only in home gardens in Pennsylvania, but in 1994, these new strains, combined with weather conditions favorable for disease development, caused crop failures totaling between \$4 and \$4.5 million in Erie and Potter counties.

This disease also occurred in most areas of the United States and Canada where seed potatoes were produced, so low incidence of the blight fungus could accompany seed potatoes this spring.

The disease can occur at any time during the season when humid, rainy conditions occur, so gardeners should inspect their plants daily for brownish to purplish-black spots on leaves, leaf stems or stems.

Under favorable conditions, the disease develops rapidly. If late blight occurs on potato or tomato plants, spores of the blight fungus can move quickly to neighboring gardens or to commercial crops, resulting in crop loss.

Plants with symptoms of late blight should immediately be buried to avoid spread of the disease. Gardeners should contact their local county extension office to obtain the late blight management circular for home gardeners.

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