

Producer-Assessment Increase Explained

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can official inspection person. Also, Briggs said that because of the export growths to Brazil, Pennsylvania sought federal support to promote apples in Brazil during the apple season.

"This year USDA approved funding for a new promotional effort in Brazil. This in addition to programs in the U.K., Taiwan, and Mexico," Briggs said.

The Brazilian promotion strategy consists of producing merchandising materials in Portuguese (the language of Brazil), providing in-store samples of apples, developing displays of U.S. apples, and promoting the use of apples.

Closer to home, PAMP helps with farm market programs, educational programs (such as newsletters and media releases) and instate retail promotions.

But PAMP has been successfully working on a regional marketing basis with other state marketing programs.

There is now a Processed Apple Show-Off — an event that this year saw 4,000 retailers from 43 states participate. She said the event has become the apples industry's most important spring promotion.

During the past five years, she said that Pennsylvania has worked with apple promotion groups in Michigan, New York, Virginia, and West Virginia to conduct the Show-Off. It has grown from an initial 650 participants in 1991.

Another promotion is based on emphasizing the quality of Pennsylvania apples long with others produced in the East. The "Eastern Select" program promotes the freshness and taste of locally grown apples and varieties, over the bulk commercial standard. Growers from Maryland, Pennsylvania, Virginia and West Virginia are involved.

In the past three years, through the Eastern Select program, merchandising has reached more than 400 supermarkets in the Baltimore, Washington D.C., and northern Virginia areas, in an attempt to increase sales to the almost six million consumers in that market region.

In Pennsylvania, there were 15 retailers representing 2,000 supermarkets involved in the Eastern Select promotion.

The promotion consisted of developing effective displays and conducting sampling programs.

Also, a cooperative marketing effort with a company that manufactures dips for apple slices resulted in a special 55-store sampling program, Briggs said. Featured were Pennsylvania apples and the different dips.

And while the public has a growing loathing of the practice of lobbying, efforts by the PAMP and the state Department of Agriculture to get the USDA to change the way it buys fresh apples for school

programs has apparently paid off. According to Briggs, it has resulted in an instate pilot program that allows local apples to be delivered on an as-needed basis, allows larger orders, and allows longer periods for delivery which allows smaller producers and packers to participate in making bids.

Previously, regulations resulted in a time-tight delivery schedule that prevented small producers from supplying local lunch pro-

grams with bulk loads, even though the bulk loads required more storage costs to taxpayers, and even though smaller producers could provide the total supply easily in a more logical demand-driven schedule.

And while there is lots of good news about the PAMP, "The bottom line with the assessment proposal is that additional funding is needed to promote Pennsylvania apples and apple products," Briggs

said. Currently, of the other apple-producing states of concern, Pennsylvania has the lowest assessment levied on bushels of fresh apples.

For promotion, Virginia assesses its producers 10 cents per bushel sold fresh and 5 cents per hundred pounds sold for processing. Additionally, it assesses 5 cents per bushel of ungraded apples sold.

Michigan assesses its producers 13 cents per bushel sold fresh, 15 cents per hundred pounds sold for processing. A proposal there would increase it to 19 cents and 21 cents respectively over the next

three years. Michigan also assesses its state's apple juice suppliers 5 cents per hundred pounds sold.

New York assesses its producers 16 cents per bushel sold fresh and 8 cents per hundred pounds processed.

According to the Pennsylvania Agricultural Statistics Service, in 1994 (the most recent year for record) Pennsylvania ranked fifth in the nation among apple-producing states with an all-over 10.4 cents per pound average price paid on an estimated 400,000,000 pounds of apples. PASS estimated total value of the crop was \$41,400,000.

AJCA Awards Nominations Deadline Nears

LIBERTY (Tioga Co.) — Are you between the ages of nine and 19? Did you own a Jersey calf, heifer, or cow in 1995? Then you could be eligible for one of several youth awards and scholarships presented by the Pennsylvania Jersey Cattle Association (PJCA).

The first contest is for the Youth Achievement Award. The PJCA will select outstanding Jersey achievers in two divisions. All applicants must be the owners of one or more registered Jerseys. A junior award will be given to the winner in the nine to 13 age category and a senior award will be presented to the high achiever in the 14 to 19 age group.

First year Jersey enthusiasts are invited to compete for the First Year Project Award. To be eligible for this award applicants must be between the ages of eight and 12, and be a member of an organized 4-H club. To enter the contest, submit the official project record book along with a handwritten story entitled "Highlights of My First Jersey Project Year."

All Jersey juniors are eligible for the Scrapbook Contest. The scrapbooks are to pertain to the contestant's Jersey projects during 1995. Scrapbooks will be evaluated on the quality and quantity of their contents along with artistic skill and creativity shown in their development.

Yet another contest for all Jersey youth between the ages of nine and 19 is the Youth Production Contest. Jersey juniors can nominate their registered animals which are on official DHI or DHIA test for these awards. To enter this contest, members must submit an official cow record which is issued between 1/1/95 and 12/31/95. This form is required to give officials a 305-day 2X mature equivalent value for the records submitted.

Finally, Jersey youth who are attending college or who are high school students planning to enroll in college within one year of high school graduation can compete for one of two \$200 scholarships. Ap-

plicants must have been actively involved with Jersey cattle for at least two years.

Applications and complete rules are available from David Norman. Please call for an appli-

cation at 717-324-5631 or write to him at the address below.

The deadline for entering all contests is January 20, 1996. Please send all entries to David Norman, RR 1 Box 30, Liberty, PA 16930.

REYNOLDSBURG, Ohio — Several American Jersey Cattle Association award nominations are due in the national office by Jan. 1.

These awards nominations must be postmarked by Jan. 1: Master Breeder Award, Distinguished Service Award, and Young Jersey Breeder Award. Breeders must be nominated by their state office.

The Master Breeder Award is bestowed annually to a living member of the American Jersey Cattle Association, who in the opinion of the board of directors, has bred outstanding animals for many years and thereby made a notable contribution to the advancement of the Jersey breed in the United States.

The Distinguished Service Award is bestowed annually upon a member of the American Jersey Cattle Association, who has rendered unselfish service for many years, and in doing so, made a notable contribution to the advancement of the Jersey breed in the United States.

The Young Jersey Breeder Award is awarded annually to AJCA members and/or member's families, who in the opinion of the board of directors, merit recognition. The winners selected by the AJCA Board of Directors must be active members of the AJCA and under 36 years of age on Jan. 1, 1996. Applications are available at the AJCA office, call (614) 861-3636.



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