

Vegetable Marketing Program Receives \$10,000 In Matching Funds

HARRISBURG (Dauphin Co.) — The Secretary of Agriculture has approved \$10,000 in matching funds from the Department of Agriculture to the Pennsylvania Vegetable Marketing and Research Program to erect billboards promoting Pennsylvania vegetables around the state.

The program will match the state money with \$5,000 from the program's budget and \$5,000 from the Pennsylvania Vegetable Growers Association.

The matching promotion funds were included by the General Assembly in last year's budget and awarded by the secretary of agriculture to several different commodity groups who made proposals.

More than 30 billboards around the state will feature the colorful artwork of the "Pennsylvania Proven Produce" logo along with

the text "Pennsylvania Vegetables — The Best." The outdoor advertising campaign during July and early August is being conducted in cooperation with the American Cancer Society. The Cancer Society, whose logo will also appear in the billboard, also promotes increased vegetable consumption to decrease a person's risk of cancer.

The ability of the program to double industry money with state money is making this paid advertisement campaign possible for the first time in the program's history.

The Vegetable Marketing and Research Board will also continue its ongoing promotional efforts for Pennsylvania vegetables. Throughout the growing season, it will be sending news releases about the various Pennsylvania vegetable crops to the news media

across the state throughout the growing season.

Over the years, these news releases have resulted in hundreds of food-page newspaper articles about Pennsylvania vegetables that have reached millions of readers. It is one of the most cost-effective methods to reach those who make the household food-buying decisions.

This year the program plans to send out over ten releases during July, August, and September highlighting the Pennsylvania vegetable harvest. That makes this year's effort one of the most extensive yet.

The program also supplies colorful point-of-purchase materials for grower farm markets across the state. These feature the "Pennsylvania Proven Produce" logo and emphasize the nutritional value of vegetables.

F.O.4 NFMS \$1.18

ALEXANDRIA, Va. — Middle Atlantic Order Market Administrator Rex F. Lothrop has announced a producer nonfat milk solids price of \$1.18 per pound for May 1996.

The weighted average differential base milk price was 43 cents per hundredweight and the price per pound of butterfat was 94.73 cents.

The producers NFMS price was up 19 cents from last year while the base differential decreased \$1.36.

The standardized base milk price per hundredweight for producer milk with the market average nonfat milk solids content and 3.5 percent butterfat would have been \$14.03 and the excess price would have been \$13.60. This represents a base price increase of \$1.22 per hundredweight from the previous year.

The excess price increased \$2.58 from last May. The nonfat milk solids price, applicable to handler payments, was \$1.1879 per pound for the month, up 19.8 cents from last May.

The weighted average price for May was \$14.05 per hundredweight and would have been approximately 46 cents higher without the effect of the Class III-A price.

Mr. Lothrop said that producer receipts totaled 512.7 million pounds during May, a decrease of 46.2 million pounds from last May and the average daily delivery of 3,550 pounds per producer decreased 56 pounds or 1.6 percent from a year earlier.

Total nonfat milk solids production for the month was 44.7 million pounds. This represents an average NFMS test of 8.72 percent, down from 8.73 percent last May.

Class I producer milk totaled 220.0 million pounds and was down 2.7 million pounds, or 1.2 percent from last May. Class I milk accounted for 42.90 percent of total producer milk receipts during the month, compared with 39.85 percent in May 1995.

Base milk accounted for 90.39 percent of total producer milk receipts in May compared with 88.63 percent last year. The average butterfat test of producer milk was 3.63 percent, up from 3.57 percent last May.

Middle Atlantic Order pool handlers reported Class I in-area milk sales of 181.2 million pounds during May, a decrease of 6.6 percent from a year earlier, after adjustment to eliminate variation due to calendar composition.

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- Beaver Falls Quality Meats
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14.9 - 24.....	4 PLY.....	\$186
14.9 - 24.....	6 PLY.....	\$200
11.2 - 28.....	4 PLY.....	\$143
12.4 - 28.....	4 PLY.....	\$150
13.6 - 28.....	4 PLY.....	\$166
13.6 - 28.....	6 PLY.....	\$187
14.9 - 28.....	4 PLY.....	\$194
14.9 - 28.....	6 PLY.....	\$217
16.9 - 28.....	6 PLY.....	\$264
16.9 - 30.....	6 PLY.....	\$278
18.4 - 30.....	6 PLY.....	\$317
18.4 - 34.....	6 PLY.....	\$345
18.4 - 34.....	8 PLY.....	\$377
13.6 - 38.....	4 PLY.....	\$211
13.6 - 38.....	6 PLY.....	\$234
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