

Lancaster County Tobacco Management Meeting

LANCASTER (Lancaster Co.)
— New ways of growing tobacco transplants and an in field tobacco curing system will be two of the subjects discussed at Lancaster County Tobacco Management Meetings. The meeting will be presented at three locations in

Lancaster County which are scheduled for the Paradise Township Park Building on March 5 starting at 12:30 p.m., the Penn Manor High School Auditorium on March 5 starting at 7:00 p.m. and the Earl Township Municipal Building on March 6 starting at

12:30 p.m.

Are you considering a greenhouse to produce tobacco transplants but feel the cost is too high? Would you like a better way to grow tobacco plants than in the conventional bed? Dave Conrad, Maryland Extension Tobacco Specialist will be discussing a "Float Bed" system developed in Maryland. The system incorporates many of the advantages of the greenhouse but is much less expensive to build.

John Yocum, Penn State Southeast Field Research Station Manager will be discussing what's happening with Blue Mold and it's control along with other pest control problems in tobacco.

Under the new farm bill the U.S.D.A. has changed how they will be looking at and making payments for crop disasters. Bernie Morrissey from the Morrissey Insurance Agency will discuss

these changes and how the new crop insurance program works.

Bob Anderson, Extension Agent will be discussing a field curing system being developed and used by tobacco growers in Tennessee.

Portions of the program will qualify for pesticide update credit. All persons interested in the production of tobacco are invited to attend one of these meetings. For more information contact Bob Anderson at the Lancaster County

Extension Office, (717) 394-6851.

Penn State encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact Bob Anderson at (717) 394-6851 in advance of your participation or visit.

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PA Dairy Promotion Board Elects Officers

HARRISBURG (Dauphin Co.)
— The Pennsylvania Dairy Promotion Program Commodity Marketing Board recently elected offices for the 1997-1997 term.

Richard C. Waybright, Gettysburg, will serve as chairman. Waybright is one of the owners of Mason Dixon Farms, Inc., a large Pennsylvania dairy farm.

The PDPP also supports the research and development and marketing efforts to increase fluid milk consumption with Moo Kooler™. Moo Kooler is a line of branded, 2% flavored milk packaged in a convenient, 12-ounce, recyclable, resealable plastic container.

Also elected as officers are Robert Gehman, Coopersburg, vice chairman; John Ligo, Grove City, secretary; and Raymond Diebold, Altoona, treasurer.

Other board members serving on the executive committee are Tom Croner, Berlin, Karl Kroeck, Knoxville, James Lydic, Marion Center, and Randall Meabon, Wattsburg.

"As the industry continues to grow and evolve to meet the needs of consumers, dairy promotion will lead the way in driving demand for dairy products," said Waybright at the reorganization meeting.

"The PDPP Commodity Marketing Board searches for opportunities in Pennsylvania to put dairy first in the minds of consumers. We have a dedicated group of dairy farmers that are committed to dairy promotion on behalf of all Pennsylvania farmers."

The Pennsylvania Dairy Promotion Program (PDPP) is the dairy farmer-funded promotion program representing dairy farmers in 33 north central and western Pennsylvania counties.

Contracting with the American Dairy Association & Dairy Council Mid East to conduct advertising, marketing, promotion and nutrition education programs on their behalf, the PDPP board oversees the dairy promotion programming conducted in their 33 county territory.

The PDPP supports the "got milk?" national advertising campaign by purchasing commercial air time in their Pennsylvania markets. "Got milk?" continues to be one of the most recognized and decorated consumer advertising campaigns in the country. As "got milk?" partners with companies like JCPenney's and Mattel to expand marketing opportunities, "got milk?" positions milk as a must-have beverage among consumers.

To expand the "got milk?" message to more Pennsylvania consumers, PDPP sponsors several additional promotion programs. These include underwriting sponsorship of the PIAA high school athletic championships; a children's public service campaign with the Pittsburgh Steelers co-sponsored by the PA Department of Agriculture; and June Dairy Month special events and advertising with the Erie Seawolves and Williamsport Cubs minor league baseball teams.

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