

Brochure Highlights Pennsylvania's 'White Gold'

MIDDLETOWN (Dauphin Co.)— Dairying is the largest segment of Pennsylvania's agricultural economy, and the "white gold" that it produces has a significant impact on all residents of the Commonwealth.

A new brochure "Your Stake in Pennsylvania's White Gold" is now available from the Pennsylvania Dairy Stakeholders. Highlighting the economic impact of the dairy industry to all residents, the brochure is targeted to those who make decisions at

all levels. It is an excellent educational tool for agricultural spokesmen to use when addressing non-agricultural audiences such as service clubs, local and regional elected officials and regional economic development agencies.

As presented in the brochure, economic activity created by the state's largest agricultural segment is billions of dollars at the farm, processing and distribution, and retail levels. Farm level receipts for milk are over

1.5 billion dollars, and the retail value of dairy products generates over five billion dollars of economic activity. Additionally, almost 30,000 jobs in Pennsylvania are directly related to the dairy industry.

In addition to giving interesting dairy industry information, the brochure also challenges readers to become more informed about their local dairy industry and to remember and consider the economic impact to agriculture when making com-

munity and state decisions. For example, decisions affecting roads, bridges, the environment, zoning, and taxes can have profound effects on a farmer's ability to remain in business.

The Pennsylvania Dairy Stakeholders is a dairy industry organization formed to facilitate the viability and expansion of the dairy industry in Pennsylvania. Organization president Philip Kimmel reminds all Pennsylvanians, "Every citizen has a stake in the dairy industry

because of its huge economic impact."

A seven-minute video tape entitled "Milk: It Does an Economy Good" tells a similar story to the brochure and is also targeted to the non-agricultural audience. Both of these materials are available from the Pennsylvania Dairy Stakeholders

Anyone interested in helping to share this important economic story may request the materials from Alan Bair, 777 West Harrisburg Pike, Middletown, PA 17057 - phone (717) 948-6732

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