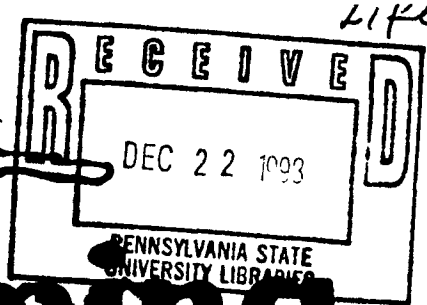


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Future Of Dairy Industry Discussed At Stakeholder's Conference

EVERETT NEWSWANGER
Managing Editor

STATE COLLEGE (Centre Co.)—In an atmosphere of optimism, 200 of the best minds in the Pennsylvania dairy industry gathered here Thursday and Friday to discuss the challenges that face the dairy industry. The meeting of the Pennsylvania Dairy Stakeholders represented all segments of Pennsylvania's most powerful agricultural enterprise from production, processing, and wholesale to supplier, service provider and retail sales.

Secretary of Agriculture Samuel Hayes Jr., set the tone of the meeting with introductory remarks.

"We have a better product than the colas, but they put their money in promotion, we put ours in producing a quality product," Hayes said. "We need to tell our story better."

"Hayes capped his remarks with the announcement that Gov. Tom Ridge has agreed to do "Milk Mustache" billboards across Pennsylvania.

"The real strength is in the private segment of agriculture," Hayes said. "We will always have change, but we must harness change to our advantage."

The keynote speaker for day one was Dr. Ken Bailey, with the commercial agriculture program at the University of Missouri. He said consolidation was the buzz word of industry and the dairy industry is not immune to mergers. In the future, a few retail chains will control the sale of milk and dairy products and only a few large processing companies will control this part of the dairy industry.

Bailey said the approximately 9,000 dairy farms in America will be reduced to 4,500 dairy farms by

the year 2008. Even more importantly, most of the milk will be produced by the largest of these remaining farms.

Later in the day, a panel of industry people gave their views

on the future of the dairy industry. This panel included Jim Sleper, Dean Foods; Robert Mertz, Schneider-Valley Farms, Inc.; Don Schriver, Dairy Farmers of America; and Don Berg, Land

O'Lakes.

A few points made by panel members and from questions from the floor included the thought that smaller processors will be able to

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Swine Odor Control Tough To Handle

ANDY ANDREWS

Lancaster Farming Staff

BIRD IN HAND (Lancaster Co.) — There are no simple solutions to swine odor control. But a combination of pit additives, lagoon covers, and application management can work wonders on neighbor relations, according to an odor specialist from Iowa State.

Dr. Dwaine S. Bundy of the Ag and Biosystems Engineering Department at Iowa State University in Ames, Iowa, doesn't see "any one thing that will control odors." But, as he explained to 115 people gathered for the annual

Pork Production Forum Wednesday at the Bird In Hand Family Restaurant, "maintenance and good management" can work to stem odors and promote neighborly relationships among growers and the public.

At the Pork Forum, a meeting sponsored by LanChester Pork Producers and the industry, Bundy reviewed wide-ranging research that his department has accomplished in the field of swine odor control. Included were a review of pit additives and methods to control odors from the underground

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Rush and wife Jeanne Shanahan manage two farms in Chester County comprising 60 acres of Christmas trees. They grow Fraser firs on almost a third of the acreage. The Shanahans farm a total of 180 acres, including landscape stock, at the wholesale and retail farm. Photo by Andy Andrews

Fraser Fir Stands Tall On Pennsylvania Christmas Tree Farm

ANDY ANDREWS

Lancaster Farming Staff

HONEY BROOK (Chester Co.) — Christmas tree shoppers have placed the Fraser fir at the top of their "most wanted" lists this year. And more Christmas tree growers than ever before are allocating acreage to the popular Fraser.

What makes growing Frasers so challenging, according to Rush Shanahan of Shanahan's Tree Farms and Nurseries, Honey

Brook, is that the tree is not native to Pennsylvania.

It's a native of the mountains of North Carolina, where it is cooler, often times wetter, than Pennsylvania hills.

For Christmas tree growers this year, marked mostly by long dry spells followed by heavy rainfall, the Fraser fir has been harder to grow and care for.

"The summer is tough on a Fraser," said Shanahan during a recent

visit to his farm.

Shanahan remembers the long droughts of the 1960s, which nearly wiped out the imported trees to Pennsylvania. In the 1980s, according to Shanahan, the popular ornamental evergreen began making a comeback to nurseries in the state, because of customer demand for the tree's nice color and "openness," said Shanahan.

The tree's openness allows

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PDA Celebrates First Use Of Next Generation Loan Program

VERNON ACHENBACH JR.

Lancaster Farming Staff

DUBOIS (Clearfield Co.) — Farm families now have a tool available to help make it possible for their farm to remain in farming for the next generation of people.

The tool is a type of business loan that can be used by farm fami-

lies in transferring their assets to the next generation, appropriately called The Next Generation Farmer Loan Program.

The loan program was first announced earlier this year, and information about it is available on the state Department of Agriculture's Internet homepage at www.pda.state.pa.us, or in a pam-

phlet available through the PDA.

The first such loan made under the new program was recognized during a ceremony Monday held by state and local officials at Haag's Green Valley Farm in rural Dubois.

Michael Kennis Jr. is the first agricultural recipient of this type

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Special Pages/Advertising/News Deadlines For Holidays, Farm Show Issues

A number of special pages are planned for *Lancaster Farming* in the coming weeks. In addition, the Christmas and New Year holidays bring special deadline schedules, too.

In this issue, we have the semi-annual newsletter for Pennsylvania DHIA. Here the association presents a review of its year and brings news of special interest to members as well as to all dairy farmers. In the Dec. 26 issue we dedicate a few pages to the introduction of the Pennsylvania Young Farmer Convention to be hosted by the Manheim Chapter in early February. We will have registration forms and an extensive review of the program. In addition, messages from the sponsors of this state-wide event will be part of the advertising base with these pages.

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