

Dairy Of Distinction

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farm is from an automobile (if not through a television), applications to the Dairy of Distinction are reviewed primarily for their aesthetic appeal, as the farm appears from a vehicle traveling along an adjacent road, or farm lane.

What a farm looks like from a roadway is important to the image of the dairy production industry.

To encourage dairy farm beautification, the program was begun in 1983 and set standards of beautification.

In more recent years, the quality of the milk produced on the farm also is reflected in the award. If the buyer of milk reports that the quality is poor, the applicant may have to reapply another year, after cor-

recting the production problems.

Successful owners/operators receive an 18-inch by 24-inch, red and white metal Dairy of Distinction sign that is to be posted visibly in front of the farm.

All dairy farms in the Northeast that produce milk are eligible to submit an application for the award.

In Pennsylvania, the program divides the state into 21 districts, and each district is represented by a team of judges who score the farms during a drive-by done sometime during May.

During that month, teams of program district committee volunteers in Pennsylvania, as well in neighboring and Northeastern dairy states, are to be driving around the countryside, taking

photographs of the farms of successful applicants.

Receiving a Dairy of Distinction award isn't a permanent award, however. Failure to maintain beautification and production standards can be cause for having the award rescinded.

During April, the district committees review past winners and those that fail to have maintained their farm's appearance are required to take down the red and white Dairy of Distinction sign and return it to the respective local committee.

Furthermore, in cases where a Dairy of Distinction farm has been sold, the new owners have to apply into the program on their own.

The rules of the program allow the top 10 applicants per district to receive the award. There is no cost

for the application, committee scoring, or for the signs.

The cost for the signpost however, is to be the responsibility of the successful farm owner.

For more information on the program in your state, see the advertisement in this issue of Lan-

caster Farming, contact a local Extension dairy agent, or contact the Northeast Dairy Farm Beautification Program Inc. executive secretary, Helen Fountain, at 103 Volmer Road, Fayetteville, N.Y. 13066; telephone (315) 637-5734.

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PHILADELPHIA — If you are a grower and enjoy selling directly to retail customers, you may be interested in a place in one of Philadelphia's outdoor farmers' markets.

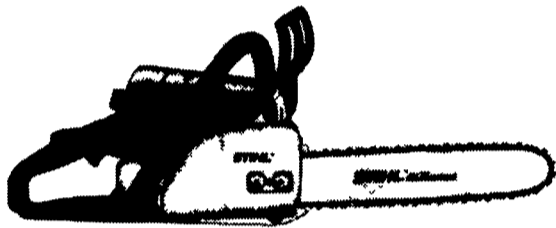
The Farmers' Market Trust operated five seasonal markets in the Philadelphia area in 1998, and plans to open eight markets this year. The markets are open from four to six hours, once a week from June through October.

Contact Bob Pierson, Director of Community Markets, Farmers' Market Trust, for more information. Call (800) 417-9499, ext. 25. Or write to the Farmers' Market Trust, 1201 Chestnut Street, 4th floor, Philadelphia, PA 19107.

The Farmers' Market Trust is non-profit organization based in Philadelphia dedicated to improving the availability of fresh foods in underserved communities.

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