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Rows of flowers in the field were found on the Aaron F. Stoltzfus dairy farm at the corner of Horseshoe and Creek Hill roads looking north toward Leola in Lancaster County. Flowers and bedding plants have become alternate crops as farmers seek additional enterprises that bring income from retail markets. Of the main crops usually associated with dairy farming, corn made the most change in crop conditions across Pennsylvania this week. In some areas this silage and grain staple was beginning to show the effects of stress due to heat and inadequate soil moisture. But the average height of 28 inches was well ahead of last year and the five-year average. According to the Pennsylvania Ag Statistics Service, soil moisture was rated 27 percent very short, 51 percent short, and 22

percent adequate. The state's program to encourage voluntary conservation of water is likely to become mandatory within the next few weeks if significant rainfall does not come to the area. Soybeans were nearly all emerged and looked fair to good. Harvesting of barley and wheat advanced well ahead of the five-year average. The high temperatures and humidity were hard on livestock and poultry. Production of milk was down and some chickens died because of overheated houses. Local fire companies watered down poultry houses to lower the temperature in the early part of the week but could not return later because of calls for other emergencies. *Photo by Everett R. Newswanger, editor.*

Simply Delicious Promotion Has Message For All Pennsylvanians

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Lancaster Farming Staff
LEWISBURG (Union

Co.) — A 1999 promotion campaign for Pennsylvania produce growers and retail marketers was

kicked off Wednesday at a Weis Markets store in Lewisburg. State Secretary of Agriculture

Samuel E. Hayes Jr. was joined by Weis Markets President Norman Rich, Food Merchants Association President David McCorkle, two long-time produce grower-suppliers of Weis, and two local producers, to bring greater attention to the promotional program.

to promote an awareness that homegrown produce is not only in local roadside markets, but in major grocery chains, and that Pennsylvania producers are nationally and internationally important.



Under the leadership of Secretary Hayes and state Gov. Tom Ridge, the program is designed to broaden awareness of the fact that Pennsylvania producers supply a great deal of the produce marketed through local groceries and supermarket chains, such as Weis Markets.

It could be inferred that the campaign also carries the effect of stimulating pride among Pennsylvania consumers and producers in the fact that the Keystone state does and can produce high quality, healthy and desirable fruits and vegetables.

A campaign slogan, "Pennsylvania Produce: Simply Delicious," was introduced last year to re-energize state and industry efforts

The program includes cooperative in-store promotions involving more than 900 retail outlets; more than 300 growers; a young billboard campaign currently with 90
(Turn to Page A32)

Dairy Of Distinction Announces Winners

STATE COLLEGE (Centre Co.) — Forty-three Pennsylvania dairy farms selected as 1999 winners of Dairy of Distinction awards have been announced this week.

The Northeast Dairy Farm Beautification Program is an oversight organization for the Dairy of Distinction Program conducted in Pennsylvania, New York, New Jersey and Vermont, and each state conducts its own awards program.

The goal of the Dairy of Distinction Program is to encourage dairy farmers to beautify their farmsteads so as to present production dairying in the best possible light to the road-traveling general public.

The concept is based on a simple human assumption: a good looking operation must make a good product.

An all volunteer program, in Pennsylvania, the state is divided into 10 districts and each district has a committee that receives applications,
(Turn to Page A34)

Pennsylvania Produce is Simply Delicious, and it deserves to be recognized as such. As part of the 1999 campaign to help educate the public as to the strength and quality of fruit and vegetable production in Pennsylvania, a statewide campaign has been coordinated through the Pennsylvania Department of Agriculture with the Pa. Food Merchants, and individual retailers and marketers. Helping to kick off the state campaign in the Lewisburg Weis Market store produce section are, from the left, Food Merchants President David McCorkle, Weis Markets President Norman Rich, state Agriculture Secretary Samuel Hayes Jr., potato producer Keith Masser, and green bean grower Ronald Copenhaver.