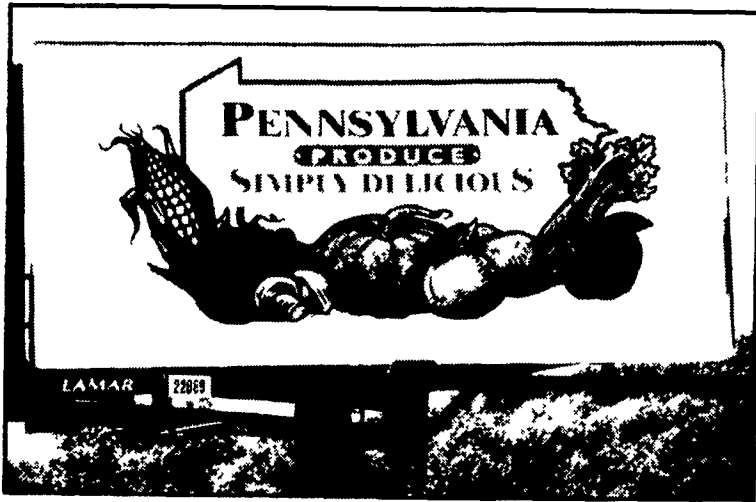


## Simply Delicious Goes Roadside



More than 68 billboards advance the "Simply Delicious" logo across Pennsylvania. The campaign is an effort to connect local producers and supermarkets in a business relationship. This billboard is located outside of Ephrata on Route 322.

**MICHELLE RANCK**  
Lancaster Farming Staff

**HARRISBURG** (Dauphin Co.) — The "Pennsylvania Produce, Simply Delicious" logo will be increasingly familiar to residents with the help of billboards in metropolitan areas across the commonwealth.

According to Mike Varner, chief of commodity promotion division at the Pennsylvania Department of Agriculture, 68 boards went up in June with more scheduled to go up over the course of the summer.

"We have them in every corner of the state," said Varner. The boards are concentrated in the heavily-populated area.

"Where the consumers are the primary focus," said Varner.

In total, the billboards will have 300 placements. Each month is considered to be a

placement, so a board in the same place for several months will have several placements.

The billboards are a cooperative effort with the Pennsylvania Vegetable Marketing and Research Program. While most of the boards will come down in late August, Varner plans on several boards remaining where the space is not used.

The focus of the "Simply Delicious" campaign, said Varner, is to foster communication between the local producer and supermarkets. The program was initiated two years ago.

"We're doing whatever we're able to do to help stores find a local market," said Varner. "We're trying to help foster the relationship both ways, to encourage the stores to call the local farmer."

To help make business contacts, the Bureau of Market De-

## Northeast Order Uniform Price For June 2000

**BOSTON, Mass.** — Erik F. Rasmussen, Market Administrator for the Northeast Marketing Area, has announced that the statistical uniform price for June 2000 is \$13.25 per hundredweight or \$1.14 per gallon for milk delivered to plants located in Suffolk County, Mass. (Boston). The statistical uniform price is the benchmark minimum producer blend price paid to dairy farmers, prior to allowable deductions, for milk containing 3.5 percent butterfat, 2.99 percent protein, and 5.69 percent other solids. The price received by an individual dairy farmer will vary as the component composition of a farm's milk differs from the established benchmarks.

Mr. Rasmussen also stated that the producer price differential (PPD) for June is \$3.79 per hundredweight for milk delivered to plants located in Suffolk County. The PPD represents each producer's share of the value generated by the market-wide pool on a hundredweight basis. The PPD, which is added to the payment producers

receive for their milk's components, is adjusted for the location of the receiving plant. The statistical uniform price and PPD decrease by scheduled amounts the more distant the plant is from Suffolk County. The June PPD is \$3.69 in New York, NY, and \$3.59 in Philadelphia.

The Class prices for milk pooled in June are as follows: Class I, \$14.95 (Suffolk County); Class II, \$13.08; Class III, \$9.46; and Class IV, \$12.38. Had the Northeast Order been in effect in 1999, comparable class prices for June 1999 would have been: Class I, \$14.41, Class II, \$13.84, Class III, \$11.04, and Class IV price, \$13.14. The component values for June are protein, \$1.4278 per pound; butterfat, \$1.4128 per pound; other solids, \$0.0438 per pound; and nonfat

development sent 300 point-of-purchase kits to approximately 300 retailers in Pennsylvania. These kits included samples of "bin wrap," which is a roll of vinyl with the "Simply Delicious" logo on it to wrap around a crate, plus price cards and posters bearing the logo. The billboards and in-store promotions will combine to increase both producer and consumer recognition of the program.

solids, \$0.8556 per pound.

Milk receipts from producers totaled 1.949 billion pounds. Class I utilization, milk processed as beverage milk, was 42.1 percent of producer milk receipts. The average Class I utilization, for the three predecessor orders that were combined to form the Northeast Order, was 37.8 percent in June 1999.

The manufacture of Class II products such as cream, ice cream, yogurt, and cottage cheese utilized 17.9 percent of producer milk. Milk used to manufacture Class III products such as cheese (American and Italian) and evaporated and condensed products utilized 30.1 percent of total milk receipts. Class IV usage (butter, nonfat and whole milk powder) equaled 9.9 percent of the total.

## Comments Received

**WASHINGTON, D.C.** — The USDA announced recently that 40,774 public comments were submitted on its revised National Organic Program proposed rule.

The comment period for the proposed rule, which would establish national standards for the production and handling of organically produced products, closed on June 12. A final rule is expected by the end of 2000.

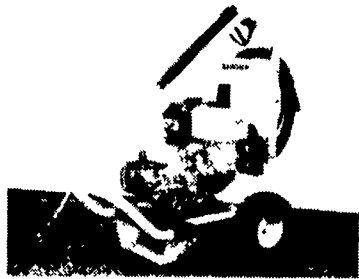
"We are pleased that so many people have taken the time to share their views on organic standards with us," said Kath-

leen A. Merrigan, administrator of USDA's Agricultural Marketing Service.

"Although the majority of the comments are positive, some have raised important issues that we are looking at closely, as we move toward issuing the final standards."

The proposal was published in the March 13 Federal Register, and also can be found on the National Organic Program home page: [www.ams.usda.gov/nop](http://www.ams.usda.gov/nop). All comments can be viewed at this same site.

# WAREHOUSE CLEARANCE



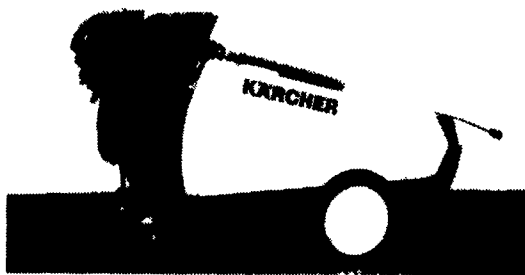
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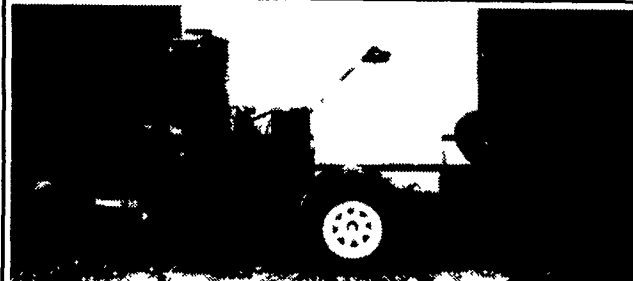
**K 8000 G**  
3000 PSI  
7.8 HP Briggs  
Factory Return  
**\$499.00**



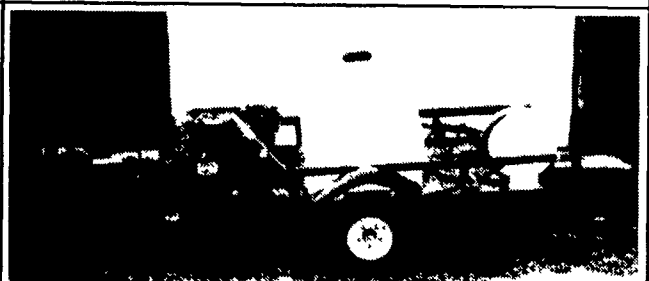
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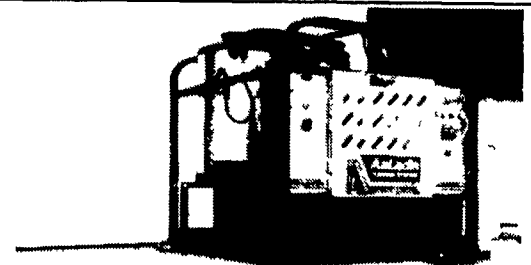


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