

ATTENTION TOBACCO FARMERS

Vector Tobacco Contracts

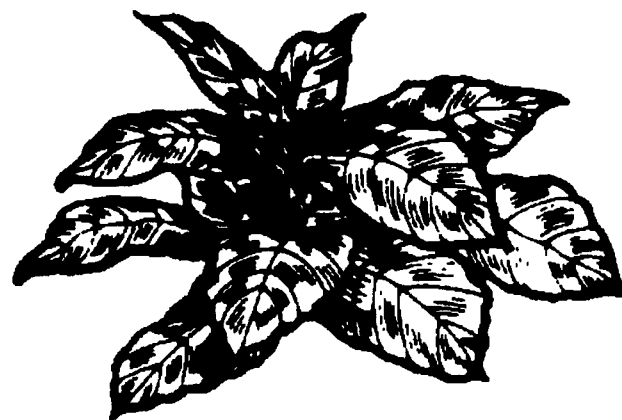
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- * Call for a packet with information about this new venture
Deadline for signing contracts is January 25

Signup sessions, a Rep will be at these locations:

- * Monday, January 22, Paradise Fire Hall 1-3 p.m.
- * Wednesday, January 24, Wolgemuth Auction, 109 N. Maple Ave, Leola
- * Thursday, January 25, Sylvan S. King Sale, 44 Harristown Rd, Paradise
- * Thursday, January 25, Amos M. Hursh Sale, 1670 Lincoln Rd, Lititz
- * Thursday, January 25, Amos K. & Rachel L. Stoltzfus Sale, 896 North of Georgetown-Strasburg Area
- * Mon-Fri, 9-4 p.m. Trileaf Tobacco Receiving Station, Larry Weaver Farm, 641 Spruce Rd, New Holland



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Working with Vector is your local tobacco company:



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Jerry Winstead, *President*, Larry Weaver, *Manager*, Gail Sensenig, *Supervisor*

**Deadline for signing contracts is
January 25, 2001**

**ATTENTION 41 GROWERS:
Old or new 41 crop, hanging or baled -
call Trileaf before you sell.**

Associations React To Rejection Of Pork Checkoff

ANDY ANDREWS
Lancaster Farming Staff

HARRISBURG (Dauphin Co.) — Late last week, U.S. Agriculture Secretary Dan Glickman announced that he would prepare and issue a final rule to terminate the Pork Checkoff Program.

The statewide pork producer industry conducted a meeting at the Pennsylvania Department of Agriculture building in Harrisburg Thursday evening to determine their strategy in light of the checkoff rejection.

The rejection was the result of a referendum conducted by USDA between Aug. 18 and Sept. 21 last year. Final vote was 14,396 for and 15,951 against the checkoff.

Barb Wiand, Mifflinburg, who operates a 300-sow farrow-to-finish herd and is president of the Pennsylvania Pork Producers Council (PPPC), noted that the National Pork Producers Council (NPPC) is in "crisis mode" after the announcement.

An injunction by the NPPC was reported to be filed late last

week by a group including concerned independent producers, state associations, and NPPC, according to a release from the national council.

"We are deeply disappointed and very concerned by USDA's announcement regarding the pork checkoff referendum," said Craig Jarolimek, NPPC president. "USDA . . . understands the negative impact termination of the pork checkoff will have on every pork producer in this country."

According to Karl Johnson, co-chair of the Vote Yes Task Force, "Again and again producers are citing to us examples of flaws in the referendum voting process."

Wiand and the state industry are still trying to sort out what the injunction will imply. Information still was not available as of presstime.

But if the injunction is unsuccessful, and the checkoff is indeed terminated, Wiand said, "a lot of our promotion and education programs will come to a halt."

The monthly checkoff report for October 2000 showed that in the state, a total of \$73,951.96 was raised. A portion of that amount is sent to the NPPC and National Pork Board for the administration of their programs. About \$22,000 is shared by PPPC and other Pennsylvania pork promotion efforts.

Somehow, that funding may have to be picked up by independent processors and producers, if promotion, education, and research efforts are to continue.

If the checkoff is canceled, the PPPC would have to look for ways to fund events such as the Keystone Pork Expo, scheduled Feb. 6 at the Lebanon Valley Expo Center, North Cornwall.

About \$54 million was collected through the pork checkoff in 2000. As required by the Pork Promotion Research and Consumer Information Act (which became law in 1985), 20 percent of the money is returned to the state pork association for investment in state-directed promotion, consumer education, and research programs.

The checkoff rate stood at 45 cents per \$100 value of marketed hogs.

Other industries who are facing similar issues regarding checkoff dollars reacted to the announcement. Many believed there could be strong repercussions to other checkoff-dependent industries because of the referendum announcement.

George Hall, president of the National Cattlemen's Beef Association, Mustang, Okla., noted Wednesday that the agency charged with the responsibility of counting beef producer petitions did not get the required amount — 10 percent of all beef producers — to sign to institute a referendum.

"NCBA will continue its aggressive work in helping implementation programs funded by the beef checkoff," said Hall.

Les McNeill, chairman of the Cattlemen's Beef Board, Panshandle, Texas, noted that regular independent surveys show there is significant support for board efforts. The last survey in summer of 2000 found that 69 percent of producers support or

strongly support the beef checkoff.

"We believe the trust beef producers have in us is justified," said McNeill.

Paul Slayton, executive director of the Pennsylvania Beef Council, said that a 10 percent vote would mean 120,000 producers would have had to sign to call for a referendum.

The pork industry, Slayton noted, is vertically integrated, with processors and packers owning much pork. The beef industry, however, is horizontally integrated, with independent producers and processors.

Seven out of 10 producers support the beef program. The checkoff, at \$1 per head, is heavily endorsed by producers.

The beef industry "is a lot more stable," Slayton said, compared to the pork industry. The beef industry can't significantly and quickly build inventory.

Out of \$1.3 million collected by the state, about \$500,000 is returned to Pennsylvania to run various programs. The council employs six full-time and one part-time.

New Video Showcases Dairy Resources

MIDDLETOWN (Dauphin Co.) — The Pennsylvania Dairy Stakeholders has produced a new video called "Make It Work In Pennsylvania" to introduce dairy producers to the many non-traditional management resources now available in Pennsylvania.

Interested persons in Pennsylvania can receive a free copy of this video, which is ideal to show

at county dairy days, breed meetings and other dairy educational events or farm-related meetings.

The video overviews resources available in business planning, dairy advisory teams, consulting services, reproduction management, herd health, milk quality, employee training, and specialization like heifer raising and forage production. It's the perfect medium to show any dairy pro-

ducer how he or she can "make it work" in Pennsylvania.

"In Pennsylvania, we are fortunate to have available the types of progressive services and ideas highlighted in this video," says Dan Mains, producer and Stakeholders' board member. "We not only have the strong traditional Extension programs and industry support, we also have working examples of new and innova-

tive thinking that every dairyman can copy and use."

The video was made possible through a matching grant from the Pennsylvania Department of Agriculture and contributions from industry sponsors. It is 12 minutes long and features information from 18 different industry professionals and Pennsylvania dairy producers.

To get a copy of "Making It Work In Pennsylvania," send re-

quests to The Pennsylvania Dairy Stakeholders, 777 West Harrisburg Pike, Middletown, PA 17057, e-mail to dmr25@psu.edu or fax request to (717) 948-6611. Please include your name, organization and address to receive the video.

Questions regarding this video or other programs of the Pennsylvania Dairy Stakeholders should be addressed to Alan Bair at (717) 948-6328.