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Lancaster Farming

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Farm Bureau's 'Thank A Farmer' Campaign Hits The Airwaves



Third-generation farmer Greg Hostetter has written several radio advertisements which highlight the importance of agriculture. A project of the Lebanon County Farm Bureau, the 13-week advertisement campaign reaches the public in Lebanon and surrounding counties. Photo by Michelle Ranck

Dairies Can Form 'Multiple Unit' Partnerships To Stay Competitive

ANDY ANDREWS
Editor

CAMP HILL (Cumberland Co.) — For dairy producers who want to expand cow size by leveraging fixed assets over as many cows as possible, one dairy management expert told producers to form a "multiple unit partnership."

John Smith, extension spe-

cialist in dairy science with Kansas State University, knows of a number of different such farms in Kansas, with as many as 100 such partnerships working as business "cooperatives."

Smith spoke about trends and opportunities in dairying Wednesday afternoon at the Mid-Atlantic Dairy Management Conference at the Radis-

son Penn Harris in Camp Hill.

About 160 producers and agri-industry representatives attended the two-day conference, with a focus on managing dairies as business.

Smith consults with a variety of dairy sizes, ranging from 25-6,000 cows. He has heard of three, four, or more partners

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MICHELLE RANCK
Lancaster Farming Staff

LEBANON (Lebanon Co.) —

A campaign to convince the consumer about how work in the fields translates to food on the table is under way through the efforts of the Lebanon County Farm Bureau.

Greg Hostetter, Farm Bureau vice president and a dairy farmer near Lebanon, said farmers should "stop and think about what you can always count on but take for granted."

The new campaign, "Thank A Farmer," brings this message to southeast and south central Pennsylvania radio listeners: "The sun will rise and your Lebanon County farmers will produce food for you."

The campaign idea sprang from the October board meeting of the Lebanon County Farm Bureau, when a member commented that the general public

does not realize the extent of what farmers provide.

"Board members agreed that promotion should be done, so we discussed the issues and decided to look into it," said Hostetter.

Hostetter's homework included researching different types of media and the cost associated with each. Before the next board meeting he had compiled profiles and rates on radio stations and newspapers.

At the December board meeting Hostetter was encouraged to put his ideas on paper to give direction to the project.

"I began writing down the positive things I'd like to let nonfarm people know about agriculture," he said. "The more I wrote, the more passionate I got about agriculture's image. It piqued my interest and I started analyzing commercials, where I got format ideas and de-

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Pa. Farmers To Meet With Representatives On Farm Issues

CAMP HILL (Cumberland Co.) — Facing a fourth straight year of low farm income nationwide, members of the Pennsylvania Farm Bureau (PFB) will be taking their concerns about the future of agriculture to Washington, D.C. March 14-15 as they meet with their congressional representatives on priority farm issues.

"The tough times are continuing for agriculture across our country," said Guy Donaldson, president of the voluntary, statewide farm organization. "Through our grass-roots policy development process, our members have come up with recommendations for action Congress can take to help return agriculture to better times. Our inten-

tion is to press our case during face-to-face meetings with our elected officials in Washington."

Farmer members of legislative committees from PFB's 54 county farm bureaus will be visiting with the representatives and senators who represent their districts.

Topics for discussion will include the elimination of estate taxes and creation of "rainy-day" savings account for farmers. Increased regulations from the Environmental Protection Agency (EPA) will also be on the agenda.

For Pennsylvania dairy producers, passage of federal legislation to expand the Northeast

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Grower & Marketer Section Includes Tomato Growers

This year's award-winning tomato growers, honored at the annual Mid-Atlantic Fruit and Vegetable Convention Feb. 1 in Hershey, are featured in Grower & Marketer this issue.

A highlight of the section includes a feature about a farmer market, important information about community supported agriculture programs, and news from both New Holland Vegetable Day in January and the winter state convention.

In photo at right, first-place winners are Bill Camerer, Camerer Farms, Jersey Shore; Dale Collins, Rhodesdale, Md.; James Kohl, vice president, Furman Foods, awards presenter; Don Mowrer, Marietta; and Cliff Charles, Lancaster. Photo by Andy Andrews, editor

