

Recycling Program Seeks To Minimize Disposal Impact

HARRISBURG (Dauphin Co.) — Agriculture Secretary Sam Hayes Jr. encouraged commercial pesticide applicators in Pennsylvania to continue to use the Plastic Pesticide Container Recycling Program (PPCR).

"Agriculture is Pennsylvania's No. 1 industry, and we need to protect our land for future generations," Hayes said. "Through the PPCR, the Department of Agriculture continues to encourage all commercial pesticide applicators to help reduce the environmental impact of dis-

posing plastic pesticide containers in landfills or by incineration.

"The PPCR is yet another innovative way Pennsylvania is setting the standard for other states to follow when it comes to recycling."

With more than 70 recycling sites across the state, the Department of Agriculture has collected more than 325,000 pounds of plastic containers since the program's inception in 1994. The recycling centers are generally located at agricultural chemical

dealers, suppliers, or custom pesticide-application businesses.

Pennsylvania is the only state to have developed a partnership network of recycling locations utilizing private businesses to act as convenient drop-off sites.

The recycling sites collect plastic pesticide containers year-round from licensed pesticide applicators, custom application businesses, and other generators of waste plastic containers.

Pesticide containers made of No. 2 HDPE plastic, with labels and booklets removed, must be triple rinsed or pressure rinsed to

be accepted. Stained containers will also be accepted, provided no pesticide residue remains.

Site personnel will inspect all containers for proper container condition and cleanliness. Any unacceptable containers will be returned to the applicator for re-cleaning. Clean containers will be stored in a secure storage facility at each recycling site, until the department granulates the containers for remanufacture. General household recyclable No. 2 plastic containers are not being accepted.

Since the inception of PPCR,

recycling in Pennsylvania has risen from more than 6,000 pounds in 1994 to a collection of nearly 87,000 pounds in 2001. The containers that have been collected through this program have been recycled into fence posts, marine pilings, parking lot bumpers, speed bumps, pallets, and other approved uses.

To find the nearest PPCR recycling location, contact the local Department of Agriculture regional office, local county extension office, or Don Gilbert at the Bureau of Plant Industry at (717) 705-5858.

Checkoff-Funded Programs Help 2002 Cheese Marketing Efforts

HARRISBURG (Dauphin Co.) — The national dairy checkoff program increases cheese demand by reaching consumers via advertising and public relations efforts, as well as via partnerships with grocery stores and fast-food restaurant chains. In 2002, these efforts are channeled through four main areas.

The advertising campaign is launching three new television

commercials in 2002. "Say When," which debuted in January, features baseball Hall of Famers Sparky Anderson and Johnny Bench, who help demonstrate that there is no such thing as too much cheese for a cheese lover. Two additional cheese ads are scheduled to launch later this spring.

Following the lead of the Olympics, national, state and re-

gional dairy promotion groups worked with influential newspaper and magazine food editors to promote "Red, White and Blue" cheese fondues. The nationally distributed media kits supplied editors with recipes and party tips to help their readers plan Olympic-themed parties.

The dairy checkoff also helps keep cheese top-of-mind with American consumers through on-

going and special publicity efforts on the national, regional and local levels. The six-week "America's Greatest Cheese Lover Search," which debuted February 1, challenges cheese lovers nationwide to enter a romantic cheese recipe and share how cheese has inspired romance

in their lives. Media coverage by CNN, PBS, the national news-wire Reuters, and others have told millions of consumers about these and other ways to trigger cheese cravings in their families.

Additionally, the dairy checkoff premiered a nationwide publicity campaign that builds on the 2002 Academy Awards race. Food editors will receive great-tasting, cheese-friendly recipes and other tips that cater to consumers hosting their own star-studded events.

The dairy checkoff provides national restaurant chains with key consumer market research and menu development to help increase incremental cheese usage. Taco Bell®, the nation's largest Mexican-style restaurant chain, introduced a steak ques-

dilla featuring a three-cheese blend of Mozzarella, Cheddar and Pepper Jack. The dairy checkoff provided the chain with consumer research and trend data, and assisted in product testing to demonstrate the value and appeal of cheese-friendly menu items.

The checkoff also funded consumer research to help Pizza Hut® introduce the P'ZONE, a version of a hand-held pizza product eaten like a sandwich. Pizza Hut is spending \$70 million to promote the item nationwide.

For more information about farmer-funded cheese marketing programs and other dairy checkoff programs, visit www.dairy-checkoff.com and www.adadcmi-deast.com.

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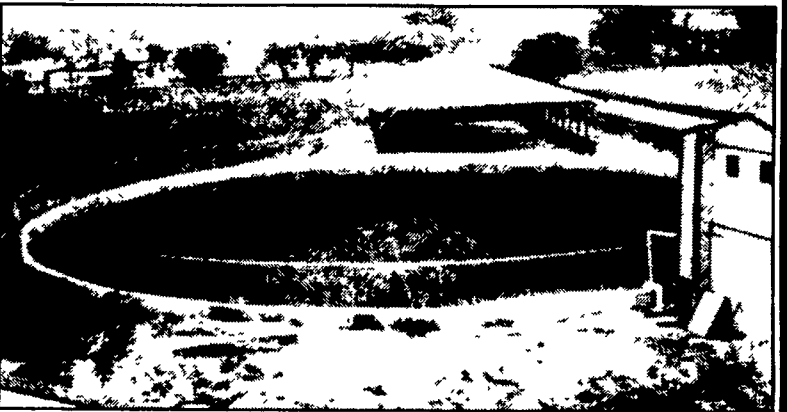
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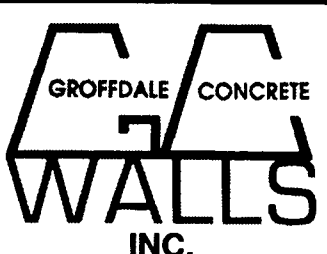


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