

Egg Producers Sponsor Busch NASCAR Race Car

DOVER, Del. — The Northeast Egg Promotion Coalition recently announced that it has signed on as an associate sponsor of the Number 93 Pontiac Busch Grand National race car.

The 93.3 WMMR-FM Busch Grand National race car is owned and driven by Bill Hoff.

In addition to carrying the "Good Egg" logo on the rear quarter panels of the car, Hoff's pit crew will also have the flag waving egg symbol on their helmets for a total of ten races.

The first race with the egg logo car was the MBNA Platinum 200 at Dover International Raceway June 1. The pit crew has been reported so positive about the egg sponsorship that they have adopted nicknames such as "Scrambled" and "Yokie."

According to Christine Bushway, director of marketing and promotion for the Northeast Egg Promotion Coalition, The Monster Mile (Dover Raceway) also participated in the egg promotion efforts during the entire NASCAR weekend.

"Starting on Friday (May 31) for the Craftsman Truck Race and continuing through the Busch and Winston Cup races, the American Egg Board's Good Eggs appeared at entrances to the track," Bushway said.

The lifesize egg characters were at the track throughout the weekend and distributed "You're A Good Egg" tattoos to race attendees as well as to children in



The Northeast Egg Promotion Coalition has signed on as associate sponsor of #93 Busch Grand National NASCAR race car. Pictured here at the first egg-sponsored race at Dover International Raceway are, from left, the American Egg Board's "Good Egg"; Bill Hoff, car owner and driver; and Paul Sauder, chairman of the Northeast Egg Promotion Coalition and CEO of Sauder's Penn Dutch Eggs, Lititz.

the special Take A Kid To The Races venue on Saturday. Signs were also displayed around the race track which proclaimed "An Egg A Day Is OK!"

"This is the first time egg producers anywhere in the country have become involved in NASCAR racing," Bushway said. "We are very excited about this opportunity to let people know in a fun and entertaining way that studies have proven that as a part of a low-fat diet, eating an egg a day is OK for most people."

The Northeast Egg Promotion

Coalition consists of egg producers from Maine, New Hampshire, Massachusetts, New York, Pennsylvania, Maryland, and Delaware.

It is responsible for promoting egg consumption and consumer awareness about eggs throughout the northeastern states.

For more information about Bill Hoff's number 93 Busch race car, go to <http://www.hoffmotorsports.com>

For more information about eggs and good nutrition, visit www.aeb.org

PMMB Amends Over-Price Determination Method

DAVE LEFEVER
Lancaster Farming Staff

HARRISBURG (Dauphin Co.) — The Pennsylvania Milk Marketing Board (PMMB) recently agreed to adopt a quarterly method to determine the over-price premium applied to Class I (fluid) milk produced, processed, and sold in the state.

David DeSantis, chief of enforcement on accounting for the board, cited lack of staffing as the reason for adopting the quarterly method to replace the current monthly adjustment of the over-price premium.

Effective July 1, the amendment states that the over-price premium "shall be calculated on a quarterly basis, using a full quarter's data, for each of the data quarters." Data quarters are defined as November-January; February-April; May-July; and August-October.

The over-price premium is the price dairy farmers may receive above the over-order premium set by the board (currently \$1.65 per hundredweight.) Milk quality and other factors are used to de-

termine the over-price premium.

The amendment also states the premium "shall be included in the wholesale and retail price build-up for each of the three months beginning in the sixth month following the end of the quarter for which the quarterly over-price premium was calculated. Any adjustments to the over-price premium shall be made in the succeeding quarterly calculation, affecting the corresponding three months of resale prices. For example, the over-price premium as calculated for the data quarter November, December, January, shall be included in the wholesale and retail prices announced in each of the months June, July, and August for the months July, August, and September, respectively."

The amendment, which applies to all milk marketing areas in the state, followed a May 12 hearing in which DeSantis testified on behalf of the PMMB requesting the policy change. Allen Warshaw, attorney representing the Pennsylvania Association of Milk Dealers, did not oppose the amendment.

Proposed Amendments To Mideast Milk Marketing Orders In Federal Register

WASHINGTON, D.C. — USDA recently announced a tentative final decision that adopts provisions to amend the current pooling provisions of the Mideast Federal milk marketing order. This decision is based on testimony and evidence given at a public hearing Oct. 23-24, 2001, in Wadsworth, Ohio.

The tentative final decision was scheduled to be published in the June 11 Federal Register. Interested persons have until Aug. 12 to file comments. USDA will determine whether dairy farmers approve the amended order.

This decision would eliminate unneeded and change inadequate pooling standards that have resulted in inappropriately pooled milk on the Mideast order.

The amendments would:

- Eliminate automatic pool plant status for the 6-month period of March through August.
- Not include milk shipments to a distributing plant regulated by another federal milk order as

pool-qualifying shipments under the Mideast order.

• Eliminate the "split plant" feature that provides for designating a portion of a pool plant as a nonpool plant, provided that the nonpool portion was physically separate and operated separately from the pool side.

• Establish a "net shipments" standard for supply plant deliveries to the order's distributing plants for the purpose of meeting the shipping standard. This decision also would increase the number of days that the milk of a producer needs to be delivered to a pool plant before being eligible for diversion to nonpool plants and institutes year-round diversion limits adjusted seasonally for all pool plants.

For additional information, contact David Z. Walker, Market Administrator, USDA/AMS/Dairy Programs, 7851 Freeway Circle, Middleburg Heights, OH 44130, (440) 826-3220, e-mail dwalker@fmmacleev.com.

Hundreds Of 4-H'ers At Ohio State Campus June 19-21

COLUMBUS, Ohio — About 450 teens from around Ohio will gather on the Columbus campus of Ohio State University to participate in leadership, citizenship, and educational activities during the 86th Ohio 4-H Youth Expo.

The annual conference, June 19-21, allows delegates to learn new ideas and skills they can use in their 4-H clubs and in their communities, said Allen Auck, 4-H youth development associate for Ohio State University Extension and coordinator of the event. This year's Expo will help celebrate 4-H's centennial.

During the Expo, the 4-H'ers will participate in one of 18 small-group, hands-on workshops on topics such as roller coaster design and physics; pet therapy; government and community involvement; Ohio heritage; theater arts; sheep, dairy, beef, and swine projects; clothing-related careers; and rocket science.

On Friday, four of the groups will perform community services that incorporate what they learned in Thursday's workshops. For example, one group

will work with preschoolers and another will take pets to visit residents at an assisted living facility in London.

In London, 70 of the participants will take part in state 4-H ambassador training to ready them for a year's worth of experiences as 4-H ambassadors, said David Farrell, coordinator of the ambassador program. They will learn effective public speaking skills; how to work in teams; and how to work with elected officials, with county 4-H professionals, and with the media. A final recognition for last year's ambassadors is set for Youth Expo's opening lunch on Wednesday, June 19.

Conference delegates also will tour Ohio State's campus, experience college life by staying in student dorms, and take part in recreational and social events. Any 4-H'er ages 14 to 19 can attend the summer youth conference. Local sponsors often underwrite the costs. In addition, Wendy's International and the American Dairy Association and Dairy Council Mid East are major sponsors of Ohio Youth Expo.

Bush Meets Pa. Pork Producers

DES MOINES, Iowa — President George W. Bush said "we are the best producers of pork in the world, and we need to be exporting more of it."

Bush spoke at the recent World Pork Expo at the 4-H Building at the Iowa State Fairgrounds.

In order to improve exports, Bush said he needs the "Trade Promotion Authority legislation to become law." That would give the President more flexibility and authority to make trade deals with other countries.

To have a strong economy, "we need to have a strong farm economy, which creates more jobs," Bush noted. He emphasized the importance of a strong economy, which frees people from paying taxes so they can use that money to strengthen the economy.

Bush urged the Senate to follow the House's lead in passing a measure that would permanently eliminate the death, or estate tax, to allow people to keep the family



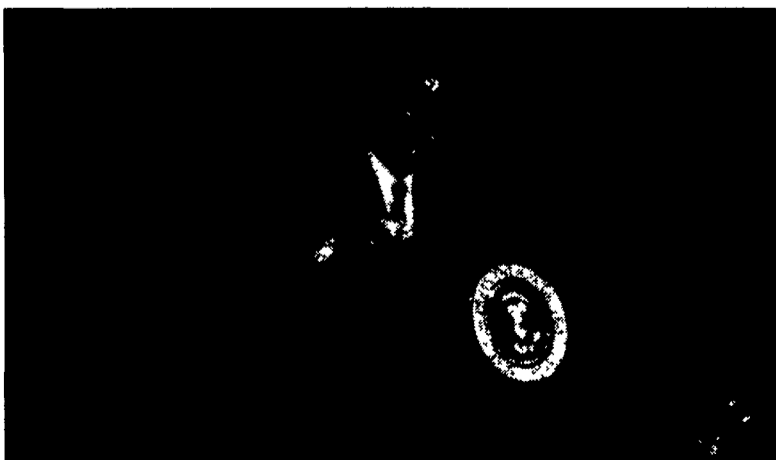
President George Bush meets with Kurt Good, Good's Livestock, Inc. and vice president of the Pennsylvania Pork Producers Council, right, at the World Pork Expo in Des Moines, Iowa.

farms in the family. He also spoke about the importance of

using alternate energy forms such as ethanol.

Bush also spoke about homeland security, restructuring the federal government by making the homeland security director a cabinet position and merging several federal agencies into one department to be more efficient and effective. He also commented on former Pennsylvania Governor Tom Ridge, director of the Office of Homeland Security, on doing good work.

About 4,000 people attended the speech, including delegates from Pennsylvania. Attending the Expo were Oscar Manbeck, president of the Pennsylvania Pork Producers Council (PPPC); Scott Bailey, Hostetter Management, president of LanChester Pork Producers; and vice president of PPPC, Kurt Good, Good's Livestock, Inc., Denver.



Bush addresses the World Pork Expo. Members of the Pennsylvania Pork Producers Council are in background.