

# Pa. Dairy Princess relates experiences

By SALLY BAIR  
Feature Writer

To Charlene Maust, speaking about milk is as natural as drinking it. Charlene, 17, is Pennsylvania's Dairy Princess and is spending her summer working full time for the Bureau of Markets in the Pennsylvania Department of Agriculture, and telling anyone who will listen about the virtues of dairy products. And, Lancaster County can boast this first lady of the dairy industry as a

resident - temporarily at least. Charlene, a Somerset County native, is living with the Robert H. Kauffman family, Elizabethtown R 1, and commuting to her job in Harrisburg. Mrs. Kauffman says the family sees little of Charlene, however, because she spends so much of the time traveling the state.

Another Lancaster countian, Joyce Groff, daughter of Mr. and Mrs. Robert C. Groff, Quarryville, travels with Charlene as her coordinator. Joyce is home

economist with the Bureau of Markets.

Charlene said she entered her county contest because she thought it was a good way to say, "Dad, I'm proud of you and I want to represent you in the best way that I can."

Much of the time Charlene makes appearances to farm-related organizations, but she enjoys those encounters in which she meets consumers directly.

She has participated in many shopping mall promotions of dairy products, some in conjunction with Dairy Princess contests. She feels mall promotions are "one of the best ways to meet consumers. We usually go during the busy hours when many people are shopping, and it's a good way to meet lots of people."

Typically, she goes with a display from the Department of Agriculture which includes information about all of Pennsylvania's agriculture commodities.

Making appearances at malls has been an eye-opening experience for Charlene. She said the most productive types of promotions have been when

milk or dairy product samples are distributed. In addition she has pamphlets about the dairy industry, bumper stickers and recipe brochures to hand out.

But the comments she hears are fascinating. Some samples: "I don't like milk. I hate milk. Milk's too fattening." To each of these Charlene responds in her easy-going, charming manner. She said she tries to explain reasons for drinking milk or alternative ways of using dairy products in the diet. To those who it's fattening she suggests that they try skim milk. But, she said, those who say they hate milk usually keep on walking.

She is pleased when people stop and talk, and often people tell her that although they don't drink milk, they use it a lot in cooking. "Young children," she says with laugh, "never get enough milk and always come back and ask for another sample."

She said, "Some people are so glad they are amazed that something is free, but willing to take anything you give them." She has noticed some difference in urban area malls and those which are more rural. "City people are more reluctant to take what you offer. They don't get many things free and often they will say, 'Yes, I'll take some, how much does it cost?'"

At the end of May Charlene taped a guest appearance on the Mike Douglas television show which was broadcast in this area recently. A holstein cow was brought into the

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There's nothing more natural for a Dairy Princess than pouring a tall glass of fresh cold refreshing milk.

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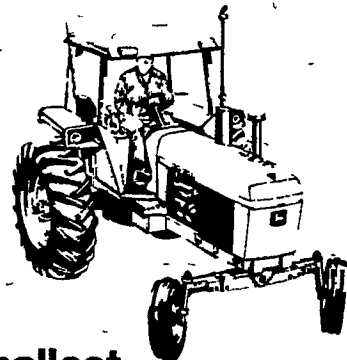
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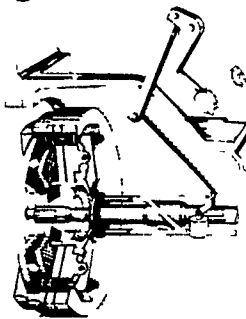
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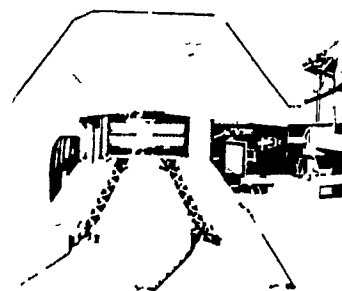
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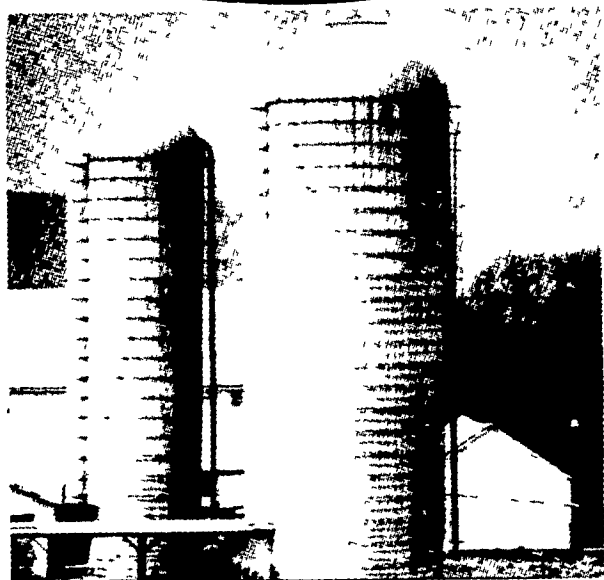
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