

# Peggy Staub

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Peggy is the 1976-77 Pennsylvania Dairy Princess, and her role this year will be to work for Pennsylvania Department of Agriculture, Bureau of Markets, in cooperation with the Pennsylvania Milk Marketing

Council in helping to promote milk.

"We'll be doing about 17 mall promotions and four or five television shows, along with attending milk cooperative meetings, county fairs, and state shows," Peggy enumerated. Mall promotions entail



Peggy Staub, 1976-77 Pennsylvania dairy princess, has a genuine knowledge about and concern for the dairy industry. She owns seven animals of her own, and chose her senior yearling, Sonia, to pose with for this picture.

setting up a stand, demonstrating products, and handing out brochures.

"Those are mainly consumer oriented," she explained. On the opposite side of the spectrum, when she addresses producers, she will be stressing the importance of promoting the "nearly perfect product" - milk.

And, any time she speaks to a group she will always be trying to get them to drink more milk. That won't be hard for Peggy, because she, herself, is a big milk fan, saying, "We just guzzle it around here" (meaning at her home).

While the five day a week schedule of promoting milk will be a new experience for

Peggy, the actual work involved is something she has been doing for nearly a year now.

It all began on September 22, when she was crowned Pennsylvania's dairy princess.

"Being dairy princess was something I always thought I'd like to do, but when I participated in the contest, I never expected to win," she said openly.

"Then, when I won, I thought, 'Oh, no, what am I going to do now?'" Jokingly she adds, "Shortly afterwards I found out what I was going to do - work!"

And, she now also says candidly that at first she wasn't sure if she was going to like promoting a product to consumers, but that it didn't take long to find out that she really enjoyed her job.

"It's so exciting to promote milk," she says earnestly and with a sincere smile, "I'm really proud of the product because it really is the most nearly perfect food you can buy."

The "exciting" part, she says, comes in educating children.

"We'd take a cow into school, and we'd let the children touch it, then we'd tell them facts and figures, like how much a cow weighs, and how much it eats. Then, I'd show them the product," she explains. "That way, we could get them to associate where milk comes from."

Peggy is a firm believer that this type of promotion is very effective.

"Young children's minds are impressionable," she points out, "And, I don't think they're going to forget what we show them."

According to her, after each demonstration, she would stress to them that they should drink more milk and that they should get their parents to drink it also.

"I really think that works, because they were just so excited to take our pamphlets home to show their parents," she says. She has also gotten letters from the children after she's visited them.

"They're always so cute," she says with an easy grin, adding, "They're just so much fun to receive."

Peggy's Winter schedule consisted mostly of such elementary school visits, and banquet engagements. She attended milk cooperative meetings, farm-city banquets, and other county-oriented activities associated with her title as Cumberland County Dairy Princess, as well. At cooperative banquets, she always stressed the importance of promoting the product, because she really believes that promotion is an important aspect of marketing.

"If there's one thing I've become aware of during my reign, it's how necessary it is for us to drink our own product, promote it, and be proud of it," she states with conviction.

In her travels over the state, practicing just what she preaches, Peggy has come up with some clearly defined memories.

"Probably the most memorable promotion I had was at the Park City Mall in Lancaster," she recalls.

There she took part in a milking contest for which the participants had to draw

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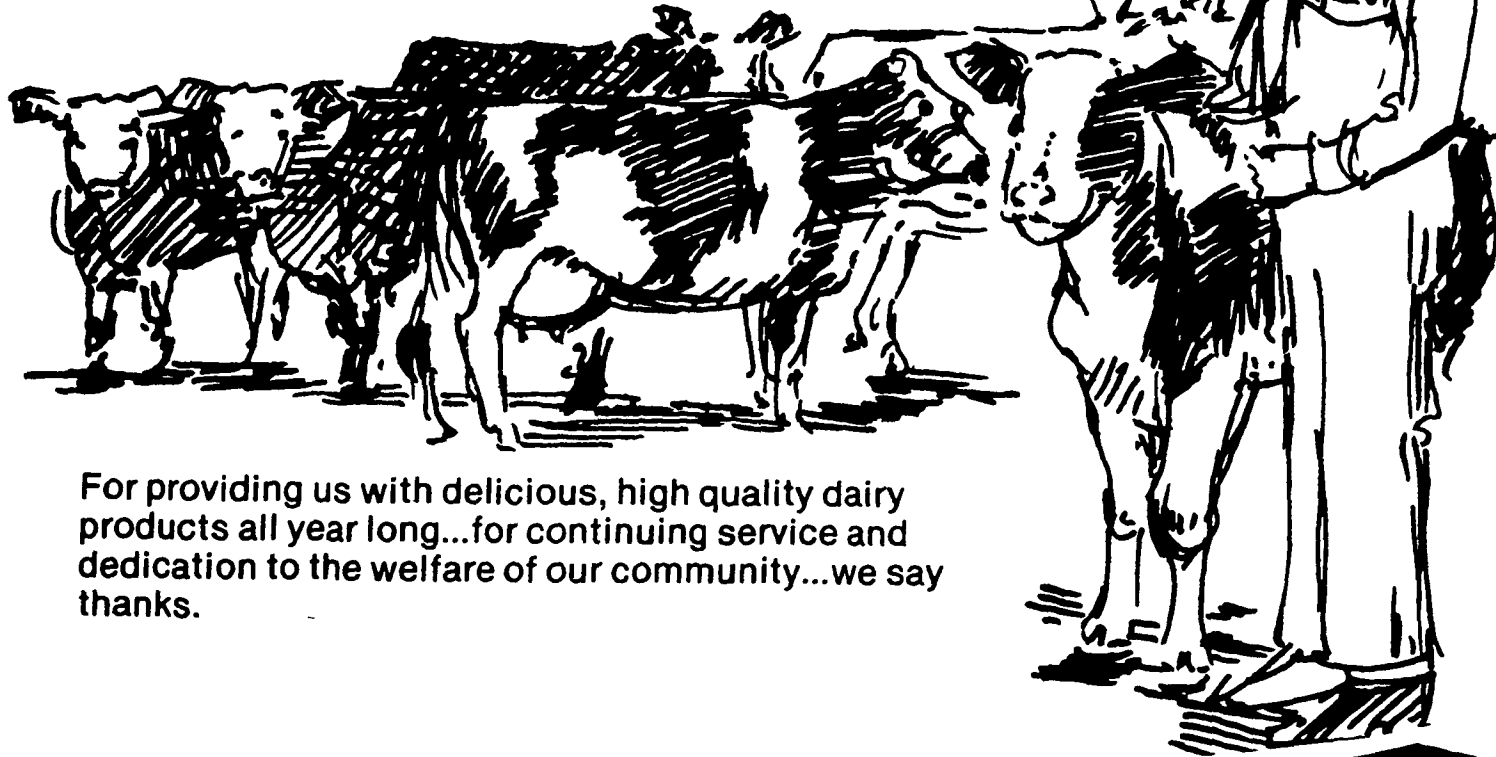
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