



**On being
a farm wife
- And other
hazards
Joyce Bupp**

What makes 'em do it?
Just what is it that ties these dairy farmers, these heroes of June, the national dairy month, to a barn full of demanding milk cows?
Coule it be the economic benefits?
The government sets milk prices, usually based on what's politically expedient rather than on actual costs of producing a stable supply of dairy products. So the farmer takes the wholesale price he's given and uses it to pay retail prices for those things he buys for his business.
I'm not sure that's all that much reason for persisting in the milk business.
Well then, maybe it's the job security, and flex-time hours. Twice a day, seven days a week, 365 days a year, the dairy farmer can set his own hours to milk. That

includes Christmas, Easter, birthdays and all three-day weekends. And he can have as much overtime work as he likes, after his normal 15-hour day.
And don't forget his paid vacation — if he wants to take one, he has to pay someone to take his place.
Ah, it must be the farmer likes being his own boss. That's not counting the demands of the milk inspector, U.S. Public Health Dept., water quality people, OSHA, Food and Drug, and the farm wife. Sometimes.
For sure, it must be the plush working conditions. He can bask in the sauna-like atmosphere of a hay mow in late August and be invigorated from sliding to the cow barn at 6 a.m. on the morning of a January ice storm, or enjoy the cool dampness of a search for the

shy heifer that hid the calves in the fog of a November day.
And he can keep those jogging muscles in shape chasing the cows that broke through the pasture fence, and boost his biceps with vigorous forking out of the calf shed.
Nope. I still don't think we've put our finger on what it is that keeps these dairy farmers plugging along.
Guess we've missed the most important thing — those illusive, written fringe benefits.
Like the smell of newly-mown hay, drying down under a cloudless blue sky. Or the rejoicing over a calf, wrestled from near death in a difficult birth, that struggles to its wobbly feet and nudges to nurse.
It's the challenge of making a higher herd average than last year.
Or a little son toddling behind while feeding heifers an oversize feed company hat hanging too far down over his ears while he takes extra long steps hurrying to keep up with Dad.
It's satisfaction with a barn full of hay, and silos packed with winter feed and the affectionate welcome gaze and lowing from heads turning to greet him as he enters the barn to begin another long day.
It's the challenge, the way of life, where a family can still work side by side, together, toward goals they can set for themselves.

**Milk's the soft,
soft drink**

LANCASTER — Talking robots, flavored milk drinks, beach towels and baseball all figure in the Federal Order #4 Advertising and Promotion Agency's 1981 summer promotion plans.
The agency, serving the dairy farmers of the Mid-Atlantic area, will be featuring the theme "Milk...The Soft, Soft Drink," this summer and complementing it with several unique events and promotions.
The "Soft, Soft Drink" theme was introduced locally by the agency in 1980 and featured an eminently hummable radio jingle as well as billboard and transit advertising featuring milk cartons in a cola-like six pack.
Perhaps the most attention getting tie-in with "Soft, Soft Drink" is milky the robot. Milky, a singing, dancing, walking, talking mechanical robot, is the star attraction of the agency's newest mall exhibit, which also features an electronic milk game. Milky, who can converse directly with shoppers in the malls where he appears, questions them about their milk drinking habits and spreads the message about the goodness of milk and other dairy products.

Cooperators are being used extensively by the agency to extend the reach of the dairy farmer's advertising dollar by securing matching funds for promotions from advertisers whose products complement milk. This was done in a National Dental Health Month promotion with Py-Co-Pay tooth brushes and with Hershey's Cocoa during the DHIA "Hot 'N Hearty" promotion.
This summer, matching promotion dollars will be used again in a promotion combining milk with summer fun items in an ad entitled "3 Ways to Enjoy Milk This Summer." The three ways being to drink milk and use "REAL" Seals to receive dollars off on Foster Grant sunglasses and a "Soft, Soft Drink" beach towel.
In a similar promotion, with King's Dominion amusement park, children under 12 will be admitted to the park for half the normal price if they present a "REAL" Seal from six different packages of dairy products. Another promotion of this type is in the works for attractions in Hershey.
These are just some of the highlights of the agency's plans for the coming summer.

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