

Lancaster Farming

VOL. 28 No. 31

Five Sections

Lancaster Farming, Saturday, June 4, 1983

\$7.50 per Year

27th ANNUAL DAIRY ISSUE

Promotion-

Self-help key to dairy's future

What can I do to help promote and sell my milk?

These are among the most trying times for dairy farmers and others in the industry. Probably never before has dairying come under more concentrated national scrutiny and resulting pressures.

The typical dairy farm family finds itself being pulled in several different directions all at the same time.

There is the traditional pride of production and achievement to "do the best I and my herd can do" that has been passed down generation after generation. It is coupled with efforts to hold on to as much of a time-honored way of life as modern pressures permit.

This rich heritage could be symbolized by

the milk can -- a memento of dairy's past -- reproduced on this page. But mixed in the traditional ingredients of that milk can are the new challenges facing everyone in dairying.

There's the challenge to try and balance the realistic economic needs of the individual with the overall goals of the industry.

And, the need to become more involved in the promotion of dairy products.

Many, as they sit around the kitchen table after the evening milking, have likely asked: "But what can I do?"

The theme of this issue is centered on helping to answer that question. It is filled with things that dairy families are doing -- not only

in their day-to-day operations but how they're becoming involved after the milk leaves the bulk tank.

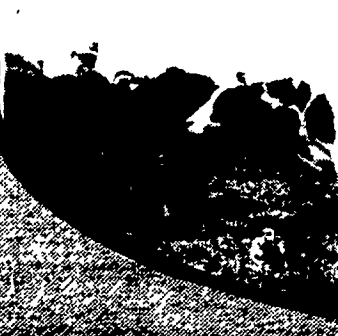
Perhaps, some of the photos, features and Swap Shop ideas will suggest something to you. And these ideas don't have to be limited only to dairying. With minor changes, they can be adapted to other segments of ag.

If you have any additional ideas, we'd like to hear about them so we can pass them along.

Just as one vote can make a difference in an election, one idea can make a difference in a promotion.

Pictured below is a just a sampling of what can be found inside:

Guardian Angel A22



Queens Manor A20-21



ET Vet A30



Holstein artist B18



Dairy signs D8-9

