



## Brockett's Ag Advice

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I don't know why the dairy industry picked June to be "Dairy Month". It is probably the busiest month of the year. Perhaps that is why so few dairymen pay any attention to dairy promotion. Each one is so busy with his or her own operation.

Promotion: The "Mystery Tipper" program has been getting a lot of attention in various farm papers and magazines. It was started in Mifflin County and has spread statewide. So far it has been a primarily rural event. Who will take it into the city? There are other promotion programs being presented - some are quite catchy. One big question remains in my mind. Will the August committee appointed to use the promotion deduction put any of it into research and surveys? Yes surveys of why don't various groups of people drink milk or use dairy products? And yes research on new uses of dairy products.

At Home: This is supposed to be

a management advice column, but sometimes I go off the deep end and expound on philosophical ideas. For years I have been advocating using sour colostrum for calves. It is economical, practical, a good food and sensible. When you run out of colostrum use whole milk. One word of caution: if you are feeding sour colostrum or sour milk don't switch to sweet colostrum or sweet milk. It will give the calves scours. Using milk will serve two purposes. It will produce healthy calves and will use your product.

An item I read the other day was a bit upsetting but true. Dairymen and their families have reduced their own consumption of dairy products. Some dairy families don't serve milk at home. Why? Perhaps dairy farmers should be one of the survey groups mentioned previously.

Eating Out: Due to the nature of my job, I eat out a lot. I'm one a low cholesterol diet (it has reduced

my blood cholesterol by nearly 20%). As a result I usually drink skim milk (about 2 quarts per day when I'm home). Most restaurants do not carry skim or even low fat milk. Where they do, it usually tastes pretty poor. I found that one drop of vanilla extract per gallon of skim milk gives it a smoothness of flavor that makes it enjoyable. How many milk sales are lost because of (1) lack of product or (2) poor flavor?

Why don't dairy farmers promote good flavored skim milk? A good advertisement might read: "Whole milk - cold and fresh - for those who want the full bodied taste and good flavored cold skim milk for those who desire less calories or less fat in their milk".



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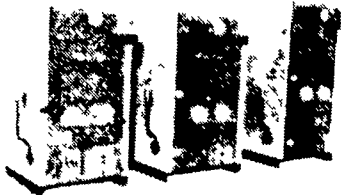
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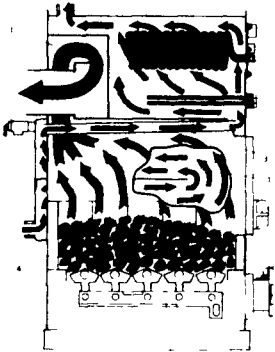
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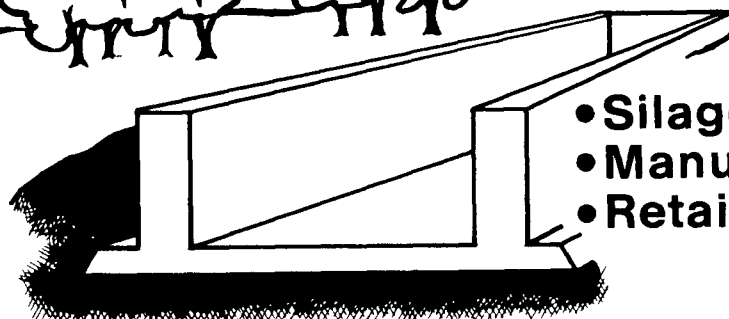
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