

# Guernsey, Jersey breeders form High Protein group

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HAMBURG — When several Guernsey and Jersey breeders first met in April to form a new dairy organization, they knew what their purpose was to be but could not decide on a suitable name. Now they found their name. Not wanting to exclude any dairy cattle breeder who is interested in producing a quality product, the new organization calls itself, High Protein Breeders. They met on June 16 for a picnic meeting at the Longmeadows Farm of Robert and Helene Dreisbach, R3 Hamburg.

With the promotion of a higher quality milk and increased standards the major subjects at previous meetings, the theme at the picnic meeting was no different. The featured speaker after lunch was Mrs. Betsy Booth, Green Dream Farm, Lee, New Hampshire. Mrs. Booth and her husband, Bud, milk 200 registered Jerseys in a commercial operation and ship their milk to Turner Dairy of New Hampshire.

The Booths had previously received protein premiums for their milk until increased competition forced the smaller processors to stop payments for protein to compete with the larger dairies.

Mrs. Booth is also the president of The Granite State Milk Promoters in her state and brought along a Jetshake milkshake machine to demonstrate at the picnic.

An approved promotional organization under the Federal order, the Granite State Milk Promoters has been in existence for about 40 years, according to Mrs. Booth. The organization first became official in April 1984, when they hired their first fulltime person, and currently operate with one paid employee.

With only one person in New Hampshire in charge of all agricultural promotions and one a very low budget, "we really had to be very inventive in New Hampshire," Mrs. Booth said. She added that her group tries to think of new ways to market and promote milk and does not rely on any outside help.

One of the group's first efforts was to design a milk cup which they used to sell and promote milk at fairs. They've also visited schools and shopping malls giving demonstrations and lecturing on milk quality and nutrition. "We always try to have live animals and something to hand out," Mrs. Booth said.

One of the crowd pleasers and a real asset to getting the public to taste milk is the Jetshake

machine, Mrs. Booth told the breeders. "We use them as a crowd milk server. They refrigerate, and mix seven gallons of milk and syrup and keep it at serving temperature. People will drink something that's different from plain white milk," Mrs. Booth said.

The Jetshake machine is a three-motored appliance that mixes, cools, and dispenses milk, without oxidizing it and spoiling the taste. "It is specially made as a milk machine," Mrs. Booth said.

With the addition of syrup, flavorings or fruit, the machine mixes the milk and dispenses a frothy, ice cold drink that becomes very popular wherever it is used. The fruit drink machines seen in many restaurants resemble the jetshake machine but cannot be substituted for the jetshake since air is added to the product. The addition of air to milk would spoil the taste.

The Granite State Milk Promoters own several of these machines and use them at the promotions they sponsor. The recipe they like to use is "Maple Milk." It consists of six gallons of milk, ½ gallon of maple syrup, two teaspoons of vanilla and two packs of vanilla pudding.

"We found out people were drinking this stuff like crazy," Mrs. Booth said, referring to the time they had placed the machine in a studio in competition with coffee and soda machine. "You don't need to add sugar to milk to make it popular, just add fruit or flavorings," Mrs. Booth said.

Ten jetshake machines are found in New Hampshire. Owned by several promotional groups, the machines are loaned to people for special events. The Granite State Milk Promoters loan them out free of charge, usually sending along a volunteer to make sure the machine is cared for properly. "You can make money on it," Mrs. Booth stated, adding that they use theirs to get people to taste milk.

"It's just a drop in the bucket," she said in regard to getting people to drink more milk. "But everybody that learns that they like a milkshake can go home and mix one up."

"It bugs me to go through a dairy barn (at a fair) and see all the kids with a can of soda," Mrs. Booth added. Their group uses the machines at many fairs.

The machines are manufactured by Jet Spray Factory, 825 University Avenue, Norwood, Mass. 02062. The phone number is 800-343-0293. The machines list for approximately \$1,250, but if a promotional group is interested they can be bought for \$775.



The High Protein Breeders listen to Betsy Booth tell of efforts in New Hampshire to promote milk.

Through the efforts of the Granite State Milk Promoters, two schools in New Hampshire have purchased a machine.

"I really think it's going to come," Mrs. Booth stated about a national protein pricing plan. She told the breeders that they were receiving five cents a point above 3.3 percent. Their herd averaged 3.9 percent. "It really adds up," she said. "We got close to \$15,000 a year on just five cents a point, and you don't do anything extra," she added.

"We found out it doesn't follow fat," she also said. Although they are not being paid for it now, "We did lose our protein payments when the milk war got bitter." The Booths still follow their protein production and maintain that it is the only fair way to price milk.

"If a dairy farmer doesn't drink milk himself, that's pretty poor," said Bruce Leiby, Hamburg, one of the dairymen at the picnic. In discussing the problems in enhancing milk to the public, Helene Dreisbach said, "it's getting it to taste good till it gets to the consumer." Wayne Leshar, co-owner of Way-Har Dairy Farms and store, added, "when people go shopping and buy milk, they often make other stops, when they get home the milk is pretty warm."

The High Protein Breeders thanked Mrs. Booth for speaking to



President of the High Protein Breeders is William Zollers.

them and held a short meeting afterwards. A membership fee of \$3 per family was decided on and payable to Robert Smith, R1, Annville, immediately. This fee

will cover postage expenses. Sandy Zollers, R1 Mertztown, was also appointed to head a committee to try to get sponsors to buy a jetshake machine. Sponsors names would be advertised and the High Protein Breeders would be the controlling owners.

Mrs. Booth also submitted prices on the special dairy promotional cups which her group had designed. Anyone interested in buying the cups which feature the real seal, a cow logo and several "I love Milk" slogans, can order them from her group. The address is: Granite State Dairy Promotion, Department of Agriculture, 105 Loudon Road, Concord, New Hampshire 03301, or call: 603-271-3788. The cups come in two sizes. The eight-ounce cups sell for \$52 per 2,000 cups and the 16-ounce sell for \$39 per 1,000 cups. There is also a \$6 charge per case for UPS shipment.



Pa. Jersey Queen Carol Dreisbach takes a sample of the milkshake from the "jetshake" machine.



Make a cow happy  
Drink milk

I ♥ MILK

These cups were designed by the Granite State Milk Promoters of New Hampshire to use with milk promotions and with a "jetshake" machine.

