

# Janet Harding named dairy promotion program director

**BY JOYCE BUPP**  
Staff Correspondent

**BROOKVILLE** — Janet Harding is Pennsylvania's new dairy promotion program director, starting today.

From office based at her Brookville R4 farm home, Jan, as she prefers to be known, will coordinate the state's dairy princess program and promotional activities for Pennsylvania Dairy Promotion Services, Inc. She will also work closely with the county

committees in their princess and promotional programs and as a resource in supplying informational materials.

A widow with five children, Jan has continued the family's operation of Maplevale farm and its purebred Guernsey breeding herd. A processing unit and dairy store handled the retail marketing of the farm's milk until this past spring, when those facilities were sold.

Her son Jeffrey and his wife Cindy are continuing the family's

dairying tradition, while Jan retains her farming interest as the bookkeeper.

Milk promotional activities are not new to this Jefferson County farm woman, who previously worked for National Golden Guernsey, Inc., traveling nationwide to promote the "golden" milk, and working with the breed queens.

"This promotion work will be non-denominational," she quickly adds with a wide smile, commenting on her position as a "generic" milk promoter.

Through the years she handled the family farming operation, Jan continued promoting at Maplevale, assisting with local parade floats, fair exhibits, milk handouts, milkshake booths and similar 4-H dairy club activities.

"I'm very impressed with how milk promotion has progressed," she observes of the current state dairy program. Her initial work with PDPS, Inc., came during the annual dairy princess seminar

and she noted that the training sessions are especially helpful in developing the county princesses' promotional skills as well as their poise.

A national director of the Guernsey Cattle Club, Jan represents Pennsylvania to the breed organization's board. She has been active in the Brookville community, including serving on the board of the Brookville Area School District.

As son Jeffrey carries on the family dairying business, Jan's other four children pursue ag-related careers. Jim, a Penn State graduate, works in Arkansas for the Nutrena division of Cargill. Judy is a dairy production senior at Penn State and Jennifer, a junior, is studying at the University of Maryland. The youngest is Greg, who will enter Penn State this fall as an ag economics major.

Through Pennsylvania Dairy Promotion Services, Inc., monies from various milk marketing orders, independents and other contributors are channeled into use for statewide milk promotion activities.

For promotional materials information, or scheduling of state dairy princess activities, Jan Harding may be contacted at the Pennsylvania Dairy Promotion Services, Inc., office, R4, Box 378, Brookville, PA, 15825, or by calling 814-849-4416.



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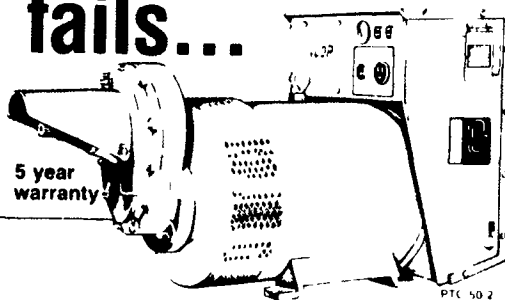


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