

Happy Holidays from dairy farmers

TOWSON, MD. — "The dairy farmer. Day-in, day-out, 52-weeks-a-year, he gets up at daybreak and works past dusk to bring you the very finest dairy products he can.

"Now, the holidays are here. A time when family and friends father to give thanks and share in good times. Good times made better by the good things that the dairy farmer provides. Like fresh, wholesome milk; thick, creamy eggnog; clouds of whipped cream, piled high on pumpkin pie; festive cheese log; peppermint ice cream and butter cookies.

"This holiday season, the dairy farmer sends you his best, as he does every day of the year.

"Look for his holiday recipes in the dairy section of food stores everywhere. And be sure to pick up extra milk, cheese, ice cream and other fresh dairy products for the holidays."

This is the holiday greeting that the dairy farmers of the Middle Atlantic Milk Marketing Area are sending out over the airwaves to consumers. The greeting is sent in the form of 30 and 60 second radio and television commercials, which have been developed by the Advertising and Promotion Agency of the Middle Atlantic Milk Marketing Area, MAMMA.

Filmed on a dairy farm in the mid-Atlantic, the television commercial conveys to the viewer a feeling of warmth and the knowledge of the love and labor that goes into producing quality

dairy products. MAMMA has budgeted \$340,000 to place a total of 242 television spots. Of that total, 81 spots will air in the Harrisburg/Lancaster/York area, 63 spots in Washington, D.C., 38 spots in Baltimore, and 60 spots will be aired in the Philadelphia market. The commercials have been placed in some very prime viewing time, during popular shows like Dallas and Evening Magazine, and during Christmas specials like Perry Como, It Came Upon a Midnight Clear, and The Sound of Music.

Over 1300 radio spots will be aired from November 21 to December 22 in the Philadelphia, Lancaster/York/Harrisburg, Washington, and Baltimore markets. These festive television and radio spots are part of a multifaceted holiday promotion which encourages consumers to use real dairy products for their holiday baking and entertaining.

As a member of the American Dairy Association, MAMMA is also actively participating in the "Season's Treatings" campaign developed by ADA. Delicious holiday dairy recipes accompanied with attractive photographs have been distributed by MAMMA to newspaper food editors throughout the mid-Atlantic. Season's Treatings point-of-purchase displays have also been installed by MAMMA at the dairy case in 2000 area supermarkets and convenience stores. In the



"Happy holidays to your family from ours, the dairy farmers of the Middle Atlantic Milk Marketing Area." This season's greeting is being sent to millions of mid-Atlantic residents in the poignant Dairy Farmer commercial produced by MAMMA.

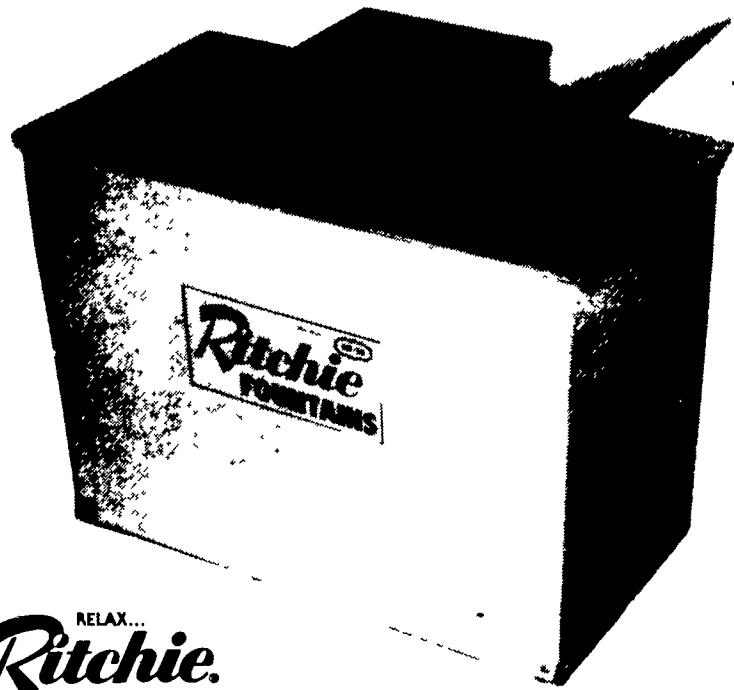
displays, elegant photographs show festive dishes for holiday entertaining, and tear-off pads give recipes that call for real dairy products.

Each element of the holiday

campaign conducted by MAMMA is designed to complement and reinforce the other elements, thereby conveying an even

stronger message to the consumer. For more information on the holiday promotion or any of the programs conducted by MAMMA phone (301) 321-0266.

WATER THAT WON'T QUIT



RELAX...
Ritchie.
WATERS 'EM RIGHT™

Ritchie Fountains deliver. Even in the dead of winter they are out there working. You're not.

Weatherproof. You bet they are. Heating systems and efficient insulation keep water ice-free... just set the Watt Watcher™ thermostat for minimal energy use. Big-throated, non-stick plastic valves keep water gushing in. Each of your cows get all the water they need to promote peak production.

Ritchie Fountains are tough, too. Quality-built with rugged heavy galvanized steel and CD-50 epoxy finish to stand up to weather and barnlot abuse.



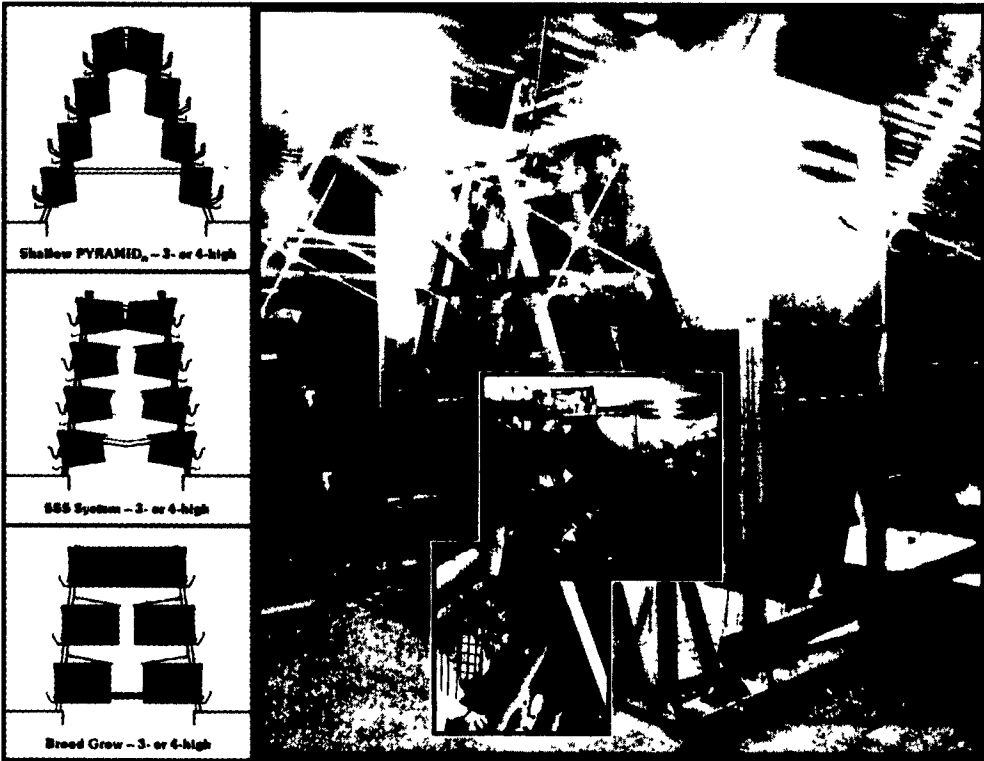
Why take chances on anything less than a red and yellow Ritchie Fountain? Call your Ritchie dealer for water that won't quit.

RYDER SUPPLY
CO.

539 Falling Spring Road
P.O. Box 219
Chambersburg, PA 17201-0219
Phone 717-263-9111

Make it Milk

Fast track to egg cost reduction



Chore-Time's MEALMASTER FeedKar traveling feeder can help you get your egg costs on track. Here's how:

- 1 The typical chain feeder uses 1 1/2 hp to feed each cage tier - 6 hp for a 4-high. Our hopper system traveling on tracks is pulled by a cable using only 1/4 hp - a 95% energy reduction!
- 2 Cuts feeder maintenance and labor costs to virtually "zero." You know what a chain feeder costs to maintain!
- 3 Evens out egg production from

one end of the row to the other - birds at the front can't "highgrade" the feed.

We'd like to talk to you about the other ways the nearly 200 feeders we've sold are helping owners. Our FeedKar is now standard on all Chore-Time brood-grow and layer cages. Our famous shallow PYRAMID and new deep PYRAMID, our 3- and 4 high SSS.

Find out more about the FeedKar - plus our line of cage systems and the Chore-Time "total package" of feed bins, auger ventilation, and waterers.

Northeast
agri
systems

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