



OPINION

June Dairy Month - A 50 Year Tradition

It's a golden anniversary; a fifty year tribute, a nation-wide celebration honoring the thousands of men and women who produce and process nearly 140 billion pounds of milk annually. We join in this tribute to milk and milk products which provide nearly 70 percent of our daily calcium needs and many other important nutrients.

On June 1, 1936, millions of Americans across the country began to observe the fiftieth celebration of June Dairy Month.

The month of June has been purposely set aside to encourage greater consumption and enjoyment of milk and other dairy foods, and secondly, to salute the dairy farm families and industry employees whose daily work assures the continued availability of these nutritious foods.

The June Dairy Month tradition dates back to the summer of 1937 when the National Association of Chain Drug Stores sponsored National Milk Month. Later that same year, a dairy industry publisher decided to further celebrate the American dairyman and his wholesome products by sponsoring National Milk Week.

The month of June was chosen because it was customarily the most productive month of the year.

In 1939 the National Dairy Council (NDC) became involved with the now annual dairy salute

which had become a single month-long celebration promoting dairy foods and saluting the nation's dairy producers. The NDC developed special materials and carried out activities planned by a committee representing dairy farmers, processors and dairy publications.

In the mid-1950's the American Dairy Association (ADA) became actively associated with the celebration and has since become the national headquarters for June Dairy Month campaigns. The ADA has used both advertising and merchandising programs to spearhead an effective public relations campaign to kick off the summer dairy season.

Today milk and milk products are promoted year long, but June continues to be an important focus for over \$200 million spent on advertising and marketing programs used to enhance the consumption of milk.

Events such as June Dairy Month and other national and local promotions have been effective in selling the dairy message. Currently consumers spend over \$48 billion a year on milk and milk products, which accounts for 12 percent of the total food bill.

So this week, we join the millions of dairy enthusiasts in Lancaster Farming territory as they celebrate cows, country and dairy foods in the 50th anniversary of June Dairy Month.



NOW IS THE TIME

By Jay Irwin

Lancaster County Agriculture Agent

To Move Livestock Carefully
Hot weather requires some special handling of livestock if losses are to be kept to a minimum. When temperatures and humidity both reach 80° F., livestock suffer the same as human beings. Fat animals suffer more than breeding animals, and fat hogs can stand the least amount of heat and humidity.

We suggest that livestock be moved during the early morning hours, and be hauled on trucks bedded down with wet sand. A minimum of stress and excitement will also reduce the danger of heat exhaustion. Trucks should be either open-sided or have good

ventilation during hot weather. Losses during breakdowns can be reduced by having a standby truck available on short notice. Livestock are valuable; don't experience losses because of careless handling.

To Prepare Grain Bins

We are approaching barley harvest season with wheat not too far behind, so I would like to remind our grain producers that now is a good time to clean up your grain bins in preparation to harvest. First, clean out all the old grain, sweep down all the sidewalls and floors making sure to remove old grain lodged in the cracks.

Next spray the floor and walls with a residual insecticide. Malathion and methoxychlor are still very effective. Follow the label for directions. Finally, prevent birds and rodents from entering the bin. Repair holes with metal or other rat-proofing materials. Clean up all spilled grain around the bin to discourage the various pests from the area.

To Use Medication Wisely

Every livestock and poultry producer should be sure that medications are used in strict compliance with the directions and regulations. Failing to do this will invite more regulations and place the product in jeopardy. When

these materials are used, be sure to read the directions and follow them accurately.

In addition, I would suggest keeping a record of the application or treatment. This could be very important if the Food and Drug Administration finds excess residues. Withdrawal periods should be recognized as vital to the future of the market. Don't take chances.

To Use Respirators

A great many different types of chemicals and pesticides are used on farms today. This includes mixing, handling and applying the various materials. We would urge farmers to invest in respirators to meet safety measures under today's farming procedures. They are needed for handling and applying various spray materials and when using solvents that give off toxic fumes.

In addition, farmers working in dusty places, in manure storage tanks, and in silos should wear one of these protective devices. Dusts, molds, and fumes are hard on lungs and require protection to reduce injury. The canister type respirators are suggested because they cover the entire face. Don't expose yourself to permanent lung injury when protection is available.

FARM FORUM OUR READERS WRITE

To the Editor:
The headline of the lead article on the front page of the May 24 issue of LANCASTER FARMING deserves comment.

American agriculture, with some exceptions, has been experiencing its worst economic depression in 50 years. It is going through the pains of restructuring, resulting in an extremely stressful period for many farm families.

Dr. Kenneth Robinson, professor of agricultural economics at Cornell University, has the temerity to suggest that "part time farmers are socially desirable."

How many of these part-time farmers would rather be full-time farmers? May I suggest that with the "relatively small group of efficient farmers" that the good professor expects will remain, maybe part-time agricultural economists might be socially desirable as well.

Sincerely,
Chester J. Teller
Trenton, N.J.

Milk Carton Sculpture Contest, Willow Valley Mall.
State Dairy Goat Show, noon to ?, Huntingdon Fairgrounds; continues through June 15.

Saturday, June 14
Susquehanna County dairy princess pageant, Montrose Fire Hall, Montrose, 8 p.m.
Clearfield County dairy princess pageant, multi-purpose center, Clear Haven Building, Clearfield.

Adams County dairy princess pageant, Biglerville High School, 8 p.m.
Beaver/Lawrence County dairy princess pageant, Laurel High School Cafeteria, New Castle, 8 p.m.

THE BIBLE SPEAKS
BY LAWRENCE W. ALTHOUSE
DO-IT-YOURSELF GODS
June 8, 1986

Background Scripture: Jeremiah 2 through 6
Devotional Reading: Jeremiah 5:1-5

"For my people have committed two evils," God said through Jeremiah, "they have forsaken me, the fountain of living waters, and hewed out cisterns for themselves, broken cisterns, that can hold no water" (2:13).
It was not the first nor the last

Erie County dairy princess pageant, Cass Farm, Wattsburg.
Franklin County dairy princess pageant, Kauffman's Community Center, Chambersburg.
Lebanon County dairy princess pageant, Annville Elementary School, Annville.

Sunday, June 15
Father's Day.
Dairy Farm Open House, Charles Roger's Farm, Everitt's Road, East of Route 202/31, Raritan Township; Open to the public 1 to 5 p.m.
Annual Convention, Pa. Food Merchants Association, Valley Forge Convention Center, King of Prussia; contact Dave McCorkle at 717-234-6031.
Jefferson County dairy princess pageant, Edgewood Dairy, Brookville.

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time God would make this complaint about his people. In fact, it seems to be a continuous thread throughout all history. Having joined together in covenant with the Lord in a time of need, the people of Israel managed to forget that relationship when they no longer seemed to need it.

WHAT WRONG?
The relationship, the Lord says to Jeremiah, was like that of a marriage, solemn vows taken by both parties, not for a while, but forever. "I remember the devotion of your youth," says the Lord, "your love as a bride, how you followed me in the wilderness..." (2:2). Since those early days, however, Israel has proven unfaithful and broken her vows. "What wrong did your fathers find in me that they went far from me...?" he wants to know.

Not only has Israel broken her vows to the Lord like an unfaithful wife, but she has also conducted herself like a prostitute, flitting from lover to lover and compounding her shame and dishonor. The "lovers" were, of course, the Baals, the exotic gods of the Canaanites that made no moral demands upon their worshippers. Worshipping one of these Baals was a lot easier and certainly more exciting.

Things really have not changed all that much in the three thousand years since Jeremiah received this message from God. We still look to God to help us when we are in one of those "wildernesses" that come to us in life. We have no hesitancy about pledging ourselves to God and his service in the days of our need. But, when we have arrived in our own "promised land" and left the "wilderness" far behind, that is when we find the Baals of this world considerably less exacting and more "fun."

THE GODS YOU MADE
Of course, one can pass all too quickly from the "promised land" to the "wilderness" again. Very quickly we can be calling once again, "Arise and save us!" And that is when God says to us, as he did to the people of Israel through Jeremiah, "But where are your gods that you made for yourself? Let them arise, if they can save you in your time of trouble" (2:27, 28).

More perhaps than even the Israelites of Jeremiah's time we are enamored with the do-it-yourself gods that we fashion with our own hands. These shiny, glittering things we make, will they, can they save us in our time of trouble?

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Farm Calendar

Saturday, June 7

Bucks County dairy princess pageant, Richland Mall, Quakertown.

Wayne County dairy princess pageant, Seelyville Fire Hall, Honesdale.

Fleece Day, Amazing Acres, Womelsdorf; Contact Debbie Mikulak, 215-589-4023.

Lancaster Dairy Promotion Committee cheese hero sandwich promotion, Park City, Watt and Shand Mall, noon.

Clarion-Venango County dairy princess pageant.

York Mall Dairy Month Promotion by York Chapter Young Dairymen, 10 a.m. to 9 p.m.

Sunday, June 8

Eastern Shell Egg Quality School, Conestoga Resort Inn, Lancaster; continues through June 11.

Adams County Strawberry Queen Pageant, Lycoming Mall, Muncy, 8 p.m.

Monday, June 9

Annual Meeting, Pa. Meat Packers Association, Seaview Country Club, contact Jim Watkins at 814-865-1787.

Wednesday, June 11

Grape Growers Meeting, Seven Valleys Vineyard, Glen Rock (York County), 6 p.m.

Thursday, June 12

Bradford County 4-H Demonstration Day at Towanda Middle School.

Grape Growers Meeting, Fox Meadow Farm, Chester Springs, Chester County, 6 p.m.
Huntingdon County, County-wide 4-H Dairy Meeting, 7:45 p.m.

Friday, June 13

Penn State Rabbit Conference, University Park; continues through June 14.

NW Pennsylvania All-Arabian Horse Show, New Castle; contact Elizabeth Boulware at 412-697-5011.

