

Pa. Dairy Princess Beth Heald Proudly Promotes The Industry

BY MARY MAXWELL

Centre County Correspondent

SPRING MILLS — "I cried when I accepted the Pennsylvania Dairy Princess title and I'm sure I'll cry when I have to give it up," says Beth Heald, state dairy princess. "Last September's tears were of joy and excitement and next September, they'll be tears of sadness."

Beth's initial joy and excitement of being crowned Pennsylvania's Dairy Princess has continued as she promotes dairy products throughout the state.

"I've had some wonderful experiences," she says. "I especially enjoyed Dairy Day at the Philadelphia zoo." Beth spent the day answering children's questions about cows and farms. TV Talk-Show Host Gary Geers was also there with his television crew covering Dairy Day.

Beth remembers another special time, serving an 8-foot ice cream sundae in Pittsburgh's Station Mall during the Pennsylvania Holstein Convention. The ice cream, a gift from Pennsylvania dairy farmers, took two hours to serve to Mall shoppers. Beth remembers that most of the questions that day were about the dairy industry.

While she admits that her schedule sometimes gets pretty tight, Beth never tires of promoting Pennsylvania's dairy products. She tailors each of her well-informed presentations of the Pennsylvania dairy industry to the interest of the audience, be they young or old.

In her public appearances she also encourages questions and conversation to engage her audience and discover their interests. In this way, she helps them to understand how using dairy products will improve their health.

Her presentations to elementary school children start with an illustrated talk about cows and the route milk takes from the farm to the supermarket. In the schools she visits she also encourages lunch-program personnel to keep the milk really cold so the children will realize what a good, refreshing drink it is.

Most of Beth's contacts with high school students are through 4-H or FFA. "These teenagers know about dairy production so I emphasize all the ways to enjoy dairy products." She talks about how it's possible to balance calories and calcium in a healthy snack.

With adults she talks about the versatility of dairy products. "There could be 15 or more dairy products in your refrigerator," she tells audiences, "And if you have them there, you'll use them."

Urban audiences, of course, want to know about life on a dairy farm, and Beth can speak from personal experience about that.

"When I talk with dairy families, I urge them to promote dairy products whenever they can." Beth suggests that farm families make a point of serving dairy foods to visitors and take foods containing dairy products to community and church suppers. "Encourage fellow shoppers whom you meet at the dairy case to try a new cheese," she suggests. "Dairy farmers can be better promoters of their own industry," she adds.

Beth reminds audiences of all age groups to use dairy products with their rich calcium supply to prevent osteoporosis, the "brittle bone" disease. She also promotes dairy foods for their other minerals, vitamins and protein. For those who are calorie conscious she advocates the many low-fat dairy foods.

"I'm promoting dairy products all the time," says Beth. She



Adding more dairy products to existing recipes is of special interest to Beth Heald, Pennsylvania's dairy princess. She often makes her Royal Dairy Bread for family and visitors. It is a recipe she created by adding yogurt and two kinds of cheese to a traditional cheese bread recipe.

covers the walls of her dorm room at Penn State with colorful dairy promotional posters. When her dorm friends ask her why, she eagerly tells them about the benefits of eating dairy foods. "Now even casual friends whom I meet in the cafeteria urge me to notice that they're drinking milk, not soda, with their meals."

Beth, a Penn State dairy science major, developed her interest in the dairy industry long before she came to Penn State. Her father, Bill, is in dairy science extension and her mother, Judy, is a nutritionist. Her family lives on a farm near Spring Mills where Beth

tends the young dairy stock when she is not in school. Two summers ago, she worked and lived on the Centre County dairy farm of Joe Hartle, Jr.

As a member of the Penn State Dairy Science Club, Beth will be attending the National Dairy Conference in California later this month. For that event she designed a slide show illustrating how the Penn State club promotes dairy

products.

Beth's commitment to dairy promotion will not end when she passes her crown to the new state princess in September. She will pursue a career in the industry for which she is now a spokesperson.

"These past months as Pennsylvania Dairy Princess have helped me realize that's what I want to do with my dairy science background," she says.

Teresa Herman Crowned Tioga Dairy Princess

MANSFIELD — The fourth annual Dairy Day activities ended Saturday, May 31 at Mansfield High School with Teresa Herman of R1, Roaring Branch, being crowned the 1986 Tioga County Dairy Princess.

Teresa is the daughter of Larry and Mary Herman and is a junior at Canton High School. She is a member of the Marching Warriors and concert bands, chorus, varsity volleyball and track teams. She is a varsity wrestling cheerleader and is a member of the National Honor Society.

Teresa is also a member of Youth Education Association, the lettermen's club, the junior prom decorating committee, and student council, and is listed in Who's Who

Among American High School Students. She has been a 4-H'er for ten years and is a 4-H Keystone Blueform winner in the dairy division.

She has shown her Holsteins at county, district, and state levels. She has also competed in speech competition on local, district and state levels. Teresa participated in the Tioga County Trinidad-Tobabo international exchange program in the summer of 1984. She is a member of New Life Temple Church in Canton.

Also competing for the title were Carolyn Norman, daughter of Mr. and Mrs. Ernest Norman of Liberty, and Dawn Staments, daughter of Mr. and Mrs. William Staments of Osceola. Both were

named dairy princess alternates.

During the pageant the contestants had to answer questions, posed by master of ceremonies James Welch of Mansfield. The questions were all about dairy products. The contestants each had to perform a skit for dairy promotion. Teresa chose to do her skit on balanced diet and weight control.

The Mansfield Men's Choir entertained the audience with a selection of songs, including "There Ain't Nothing Like A Cow."

During the day the contestants participated in a parade and met people in Smythe Park during the afternoon and distributed milk promotion stickers. They also had interviews with the judges, Carolyn Miller, Greta Eichlin, and Stuart Hartung, all of New Jersey.

Before the pageant the contestants, their families, and the committee had a buffet dinner at Mark's Brothers Restaurant in Mansfield. Teresa was crowned by last year's dairy princess, Brenda Doan, after Brenda reflected on her reign as 1985 Tioga County Dairy Princess.

The 1986 Dairy Day started with a 10K Dairy dash at 9 a.m. Ed Clark was the overall winner with a time of 34:56, and Cindy Tinkham won the women's trophy with a time of 45:26.

The race was followed by a dairy parade consisting of several floats, dignitaries, bands, and a milk tanker.

The afternoon was packed full of activities at Smythe Park, including a chicken barbeque, displays and flea markets, games and contests.

Other activities included a coloring contest, dunking booth, horse-drawn hayrides, sheep shearing demonstration, and a petting zoo.



State dairy princess Beth Heald finds her calendar especially full during June Dairy Month. Here Beth reviews her schedule with her mother, Judy.



Teresa Herman received the 1986 Tioga County Dairy Princess crown last Saturday.

Centre Co. Correspondent Mary Maxwell

Mary Maxwell is the new Lancaster Farming correspondent in the Centre County area. She and her family live outside of State College. "This property," she says, "had ceased to be a farm, when we moved here twenty years ago. But through the 4H and FFA interests of our children it is again a working farm."

Mary graduated from the College of Agriculture at the University of Wisconsin with degrees in Child Development and Family Relations. She has taught in preschool, public school, university and continuing education programs.

In her community, Mary has served as Girl Scout leader, school classroom volunteer and most recently as an adult reading tutor



Mary Maxwell

in the Mid-State Literacy program. Mary has written for a local newspaper, *McCall's Magazine*, and *Woman's Day*.