

# Town People Come To The Farm At Bordens

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CHALFONT — The first day of summer was a sunny 87 degrees in Bucks County, but Peter and Carolyn Borden didn't spend the perfect day in the fields. The Bordens celebrated Dairy month with "Dairy Days at the Farm," held at their dairy farm and store in Chalfont, Pa.

Having moved to Bucks County from New Jersey, the Bordens were disappointed with a lack of dairy month activities.

"In New Jersey," said Carolyn, "Dairy Day is a big event held on Father's Day every year. When we moved, we expected to see a similar activity and were surprised when we didn't. We had always enjoyed going ourselves so we thought there might be a need for a day-long activity here."

Carolyn's husband, Peter, agreed. "This farm is something of a community resource — we are the last farm in this town. We try to be good neighbors, but our first year was difficult. Our neighbors seemed to want plastic animals and green fields."

"It's easy for people to get the wrong ideas and impressions of a farm and the value of milk. We hope that this is a good public relations effort," added Carolyn.

The Bordens held their first open house in February, shortly after opening The Farm Dairy and Smoke House.

"Our first promotion was a lot of fun, and people seemed to enjoy it. Of course, we didn't have the beautiful weather in February, and we didn't use as much publicity, but we still had a good turn-out. So we decided to do things on a much larger scale during the summer months. We hope to make this a yearly promotion," said Carolyn.

Planning began soon after their first open house, and was almost completed as Dairy Month approached. Local newspapers did features on the Bordens, their upcoming open house, the ideas founding Dairy Month, in addition to pieces on the nutritive properties of milk.

Advertisements and fliers touting hay rides, farm tours, pony rides and a family style picnic were placed in local newspapers and the family store. "The entire day, with the exception of the pony rides and picnic, was free, and the advertisements offered a coupon for a free pony ride as an added incentive," explained Carolyn.

"We would have liked to have been able to give away milk and other freebies, but we couldn't find sponsors," said Carolyn. Glasses of milk, however, were only ten

cents in the store, and half a pound of cheddar cheese was available to anyone buying a pound of lunch meat.

The open house opened with the store at 9 a.m., with customers visiting the petting zoo, located in a fenced lot in front of the store. One of the day's most popular attractions, the zoo is open to dairy store customers year-round.

"The animals used to be kept in a pen," explained Peter Borden, "but I built this lot and now the kids can walk right in with the animals. Everyone seems happy but the duck, who seems a bit homesick."

"I heard a little girl asking her father if the calves were baby horses," Peter continued. "A lot of these kinds really have no association with animals and I really think that's sad. Farming is becoming more urban, and it's the next generation that we have to start educating."

The education continued with self-guided tours of the farm. Visitors could meet Princess, an older cow tied at the side of the pasture, and indulgent to curious hands and would-be milkers. "She's a gentle cow," said Peggy Nean, the farm's p.m. milker, and one of four farm hired hands and ten store employees. "She lets the kids crawl all over her and the braver ones try to milk her. She loves the attention."

Two of Princess' herdmates, both ready to calf, occupied a small pasture in front of the house. "I just fenced that pasture off," explained Peter. "I thought we could have them calf where people could see them. Seeing a wobbly calf is easier than explaining it." A typed sheet is attached to the fencepost, explaining the dry period and freshening process.

Actual milking of the 145-head Holstein herd could be seen from an observation deck above the milking parlor. Typewritten notes, taped on the glass windows, explained milking, letdown, teat dipping, and sanitation.

A second set of notes explained the Holstein breed, the cows' diet, and some facts about milk juggling and storage.

Outside, next to the cow lots, samples of feed — corn silage, ground corn, 38 percent protein, brewer's grain — leaned against a corn crib and was explained on a sheet.

Samples of machinery, both antique and current, dotted the Bordens' lawn. "We wanted people to understand the machinery and their uses, not just to stare at the little fanny flag they're following on the highway," explained Carolyn.



Diane Moyer, Bucks County Dairy Princess, gives "Real Seal" stickers to the children at the Bordens Dairy Day celebration last Saturday.

The Bordens were not the only educators: an exhibit area was set up next to the milkhouse. Displays included the "Myths of Farming," presented by the Pennsylvania Farmers Association; Tricia McKenna represented Sire Power and explained artificial insemination and bull services; Chris Hess, area DHIA supervisor explained milk monitoring; while Bucks' County Ag Agent gave nutritional information on milk. Dairy princess Diane Moyer affixed real seals to curious youngsters.

A free movie, "The Day the Milk Stopped," sponsored by Longacre Electric and Surge milking equipment was shown.

Representative Larry Eshleman explained milking systems and cow background.

"The last time I thought about milking," commented one visitor from Lansdale, "was when Aunt Jenny milked cows by hand. Every other squirt went to the cats! I can see that milking is much cleaner now."

Frank Hauns, Doylestown, said his 4-year-old daughter Amanda enjoyed the day. "We saw the advertisement and thought we'd come out. Amanda seemed really impressed by the milkers. She kept looking at it like... 'Is that really where it comes from?'"

"We wanted people to have fun, and I believe we accomplished that," summarized Carolyn. Her

17-year-old son, Josh, drove a hayride around the farm every half hour, explaining the fields and crop management.

"We couldn't have asked for a nicer day, or for nicer crowds," commented Carolyn. The Bordens estimate that 1,200 to 1,500 people enjoyed Dairy Day, and 100 people were served spit roast on a high pasture overlooking the farm.

In the hot sun cones of homemade ice cream were consumed, often immediately after watching an in-store demonstration of ice cream making; gallons of milk were purchased, and, hopefully, to the urban neighbors, farming and farmers became a little more understandable.

## Eastern Milk Cooperative Hosts Ag Meeting

PAINTED POST, N.Y. — "Clearly, the long-run prospects for the dairy termination program are superior to either the milk diversion program or substantially lower price supports," Joseph Mathis, economics and government relations manager for Eastern Milk Producers Cooperative speculated.

Although he noted his forecasts are "tenuous at best" for 1987, Mathis reasoned that milk production next year can possibly fall "below 1986 levels as the DTP and lower price supports prices take effect. Nonetheless," he continued, "the response of farmers not in the program will be the key to the long run success of the Food Security Act of 1985."

Milk prices could rise greater than normal seasonal increases, if supplies are shorter than normal, Mathis said. "However, the trend in milk prices over the next two years clearly points downward. Nonetheless, expectations of higher prices in the short run certainly will do nothing to discourage milk production," he stated.

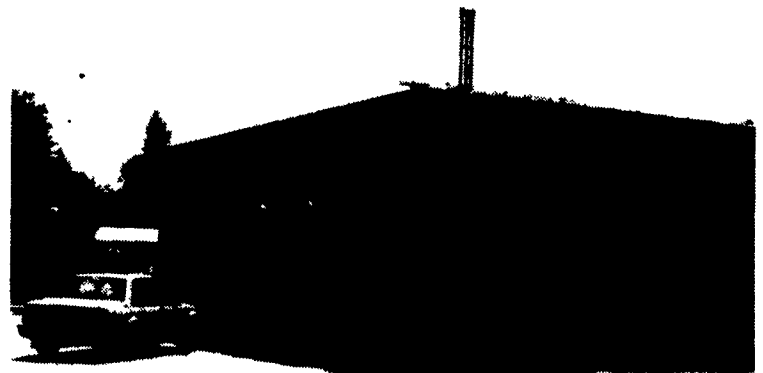
National supply and demand projections of Andy Novacovich, Cornell University, show "a slight increase in marketings this year, about 1 percent, from last year. Marketings in the second half likely will fall below year earlier levels."

"Considering the small participation in New York and Pennsylvania, we won't see much of a decrease in production. A forecast for slightly higher to stable milk production here during 1986 seems reasonable," Mathis reported.

Commercial sale of dairy products are expected to continue significant increases. Novacovich expects sales to exceed last year's level by another 3 percent, the Eastern economist explained.

Also expected to increase by 3 percent is the production of non-participants in the DTP, Mathis noted.

However, "Government purchases of surplus dairy products are expected to fall to about 10



Eastern Milk Producer's four dairy stores have been operating with great success. Plans are currently being finalized to add more stores, such as this store in Wellsboro, Pa., where products using co-op members' milk are sold.

billion pounds of milk equivalent, to three-fourths of the 13.2 billion pounds removed last year. Most of these removals already have taken place. Additional removals probably will be very low or non-existent as the year progresses," he added.

Mathis made these remarks at Eastern's annual agri-business dinner where the various department heads reported on their departments activities.

One of the most encouraging reports was presented by Thad Woodward of the Products Division Manager. Sales in this division exceeded the \$7 million level for 1986, rising from the \$3 million level in 1982.

Route trucks in 11 states and four stores are responsible for the total sales. Eastern dairy stores, which sell products made with members' milk, have been so successful that plans for additional stores are being finalized.

One of the products sold in the Eastern stores is Leprino cheese, made in the Waverly, N.Y., cheese plant.

Larry Jensen, senior vice president of Leprino Foods commented on the Waverly facility, "It is a positive and beneficial venture for both Eastern

and Leprino."

Leprino Foods is actually three business units, Jensen explained. One area is the cheese manufacturing operation which is the largest mozzarella manufacturer in the world.

A food service distribution center supplies "everything from ashtrays to anchovies" to food service operators.

In order to ensure prompt deliver to its customers of both cheese and food service items, Leprino created Leprino Transportation Company in 1973. By owning a fleet of trucks, control over all facets of the distribution process is maintained.

Leprino has successfully worked with the town of Waverly to insure the proper disposal of the waste products of the cheese making process.

Leprino's joint venture in 1978 of the cheese manufacturing facility is partially responsible for the healthy report card in all areas of Eastern's operations. The remaining credit belongs to the management.

It was evident at evening's end of the appropriateness of Eastern and Leprino's slogan, "Partners in Progress."



The host family at the farm dairy open house are Peter, Josh and Carolyn Borden, from Bucks County.