

The Dairy Business

By
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New, Better, Prettier, Sexier

Nearly everything you see on television, hear on radio, or read in the newspaper and magazines is aimed at selling.

Everyone, including you and I has something to sell. If people do not beat a path to our door for what we offer, the price goes down, or we lose our market. So everyone from the corner grocery to GM and AT&T and Ivory soap spends money to get our attention and our money. It's called advertising.

Notice the trends in advertising, especially on TV. They never stop at just telling us that they are there and have a product they would like you to buy.

Why not? It always has to be a "new and improved" version of what they sold last year. It is always

"bigger", "faster", "cheaper", "tastier", "more nutritious," or makes you smell better.

If sugar and fat is unpopular, we are assured that the item is fat free and contains Nutra-sweet. The present version is always sleeker and sexier than last year's model. The same old style of Corn Flakes even comes in a new box, with a little gimmick inside to attract the kids. And even if there is little or no change in the product, the advertisement tries to convince you otherwise.

Beef and pork producers have recognized this fact and are gearing their advertising toward new products, new packaging and a new approach to health and nutrition, as well as taste. Poultry sales are no longer based on selling

a dressed chicken or turkey. They are selling packages of parts, meatloafs and weiners, and pushing chicken in fast food restaurants. Frank Perdue even makes a point of showing a skinny, bleached chicken and then throwing it in the waste can, implying that he has the only nice plump yellow fowl for sale. That little bit of foul play can convince many buyers that all the others are second rate.

In case you haven't noticed, some of your competitors are doing the same thing to you. You and I know that genuine dairy products like real cheese and butter and whole milk are far superior to the phoney margarines, low calorie, low cholesterol, and low saturated fats, artificial cheese (ever wonder what they make it out of?) Imitation dairy "whiteners" for coffee, and the host of other competitors for good honest milk

products that assail our good sense.

Maybe it's time we fight back. Politicians fight the same way. Notice how they constantly compare themselves to their opponents. They rarely have a really superior quality of their own to tout, so they emphasize the shortcomings of their opponents. I wish they would spend more time telling us about their own plans, accomplishments and good qualities. I would rather weigh the positive with the positive than to try to judge a candidate against his many faults. But I suppose it gets votes, so that's all that matters.

The same goes for slick advertising of all products. If it sells, say it over and over, even if it becomes trite and laughable.

Dairying is still a basic and fundamental industry, essential to the survival of agriculture as well as the nation. But it is fragmented into thousands of individual

producers. Each one is still a small voice. Our tactic in competing with other food products cannot be a small, individual effort. It must be a well organized and cooperative effort. It must attract attention, and it must be positive.

It must above all apply new methods, new products based on milk, more outlets that attract attention and make our products more available. There's nothing more frustrating than finding no milk or ice cream available on a hot day in the park, the shopping mall or the fair grounds.

And we really don't need to sell dairy products to other dairymen. Once we get our act together, we must sell our milk, ice cream, cheese and other real good stuff to the millions of consumers who never saw a farm or a cow, much less work with them. And it will have to be better, tastier, prettier and even a little sexier than the competition!

Moisture Adequate, Harvest Nearly Complete In Pa.

HARRISBURG - Four days were rated suitable for fieldwork across the state for the week ending Oct. 19 according to the Pennsylvania Agricultural Statistics Service. Major activities included harvesting soybeans, corn grain, corn silage, apples, grapes, potatoes and other vegetables; making hay and haylage; fall planting of wheat, barley and alfalfa hay; and fall plowing.

Topsoil moisture supplies were rated short by 7 percent of the reporters, adequate by 78 percent

and surplus by 15 percent. In the northern region, moisture supplies were rated 67 percent adequate and 33 percent surplus; the central region was rated 89 percent adequate and 11 percent surplus; and the southern region was rated 22 percent short and 78 percent adequate.

The Commonwealth's apple harvest was 82 percent complete compared to 83 percent last year at this time. The grape harvest was 92 percent complete, slightly behind last year's 94 percent.

By the end of the week seven percent of the corn crop was still in the dent stage, 69 percent was mature and 24 percent was harvested. This compares to the five-year average of 13 percent dent, 63 percent mature and 24 percent harvested. The condition of the corn crop was rated 26 percent excellent, 48 percent good, 20 percent fair and six percent poor. The harvest of corn silage progressed to 89 percent complete compared to 92 percent last year.

The soybean crop was rated 27 percent excellent, 49 percent good,

16 percent fair and eight percent poor. The reporters estimated that 23 percent of the soybean crop was harvested, compared with 21 percent harvested last year at the same time.

The potato harvest was 91 percent complete compared to 96 percent last year. Harvesting rates of 81, 96 and 98 percent were reported for the northern, central and southern regions, respectively.

By week's end 91 percent of the crop acreage was plowed, slightly behind last year's progress of 93 percent. The barley crop was equal to last year's rate of 94 percent planted, while the wheat crop was up one point at 81 percent planted.

The fourth cutting of alfalfa hay was 82 percent complete, ahead of last year's 78 percent. The quality of hay made was rated good by 29 percent of the reporters, fair by 52 percent and poor by 19 percent. The amount of feed being obtained from pastures was rated above average by eight percent, average by 75 percent and below average by 17 percent.

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