

Pedaling The Milk Message

SYRACUSE, NY — The American Dairy Association and Dairy Council (ADADC) has come up with a unique way to help promote milk, nature's most perfect food. Picture this: a young dairy farm enthusiast bicycling across America and promoting milk and the dairy industry along the way.

You have just pictured the ADADC's newest promotional tool — Kevin Skeele. Skeele, a 23 year old native of Tully, NY and a third generation farmer's son, set out to pursue his lifelong dream of cycling across the country on July 7th. Since then, Kevin has passed through four states, meeting several friendly farm families and promoting milk along his route.

"I have always wanted to do something like this," says Kevin. "For as long as I can remember I have saved articles and information in a scrapbook about people who have cycled across the United States."

Kevin says that he really enjoys meeting people and likes the idea of helping the ADADC and the dairy farmer's cause while he is traveling. "I drink lots of milk and, like my Dad, I think promoting real dairy products and the great taste of milk is very important," Kevin says.

"So far farmers have been very supportive of my cause," he states. "I can always depend on farm families to help me out and take me in." The Shrede family of Union City, PA put Kevin up one night at

their "Dairy of Distinction" farm. Kevin also stayed with the Linerote family in Alliance, OH at Tom & Bon farm.

Kevin has also received a good amount of media coverage during his travels. When people see the milk t-shirts that he wears every day and the enthusiastic way that he presents his message, they can't help but like him. "When I tell people I'm doing it for milk they immediately get interested," Kevin says.

Harvey Kkeele, Kevin's father, owns Hill 'N' Dale farm in Fabius, NY. On their 1500 acre farm, the Skeeles milk about 250 Holsteins. Kevin worked on the farm all through high school.

After studying electronics in college, Kevin decided to try a field other than farming to see if he liked it. "I love being outdoors with my family and farming," he says. "I appreciate the feeling of independence that comes with the farming life, but I could really do without the long hours!"

All the time he was working on the farm, attending school and eventually working in the electronics field, Kevin kept his dream of cycling across the country in the back of his mind. Finally, he decided it was time to get the "bug" out of his system.

"I gave up a great deal to achieve my dream," says Kevin. He quit his high paying job, sold his car and set aside about 60 days for traveling time.

A sleeping bag, a 3 1/2 pound

tent, a small cooking stove, a supply of dried food and a few changes of clothes are all that Kevin took with him. "I have to travel light, carrying 50 to 60 pounds at the most,"

he reports, "if I want to make good time."

Kevin tires to travel at least 70 miles every day. His final destination is Canada, but he doesn't plan

to be there for at least 25 days. "I really am enjoying what I am doing and seeing the country," says Kevin. "I may even end up going back to the farm after this."



The American Dairy Association & Dairy Council is sponsoring Kevin Skeele, 23 year old native of Tully, NY, in his effort to bicycle across America. The third generation farmer's son eagerly promotes the benefits of milk and dairy products and has met several friendly farm families along his route. Look for Kevin in his milk t-shirt when he pedals through your area!

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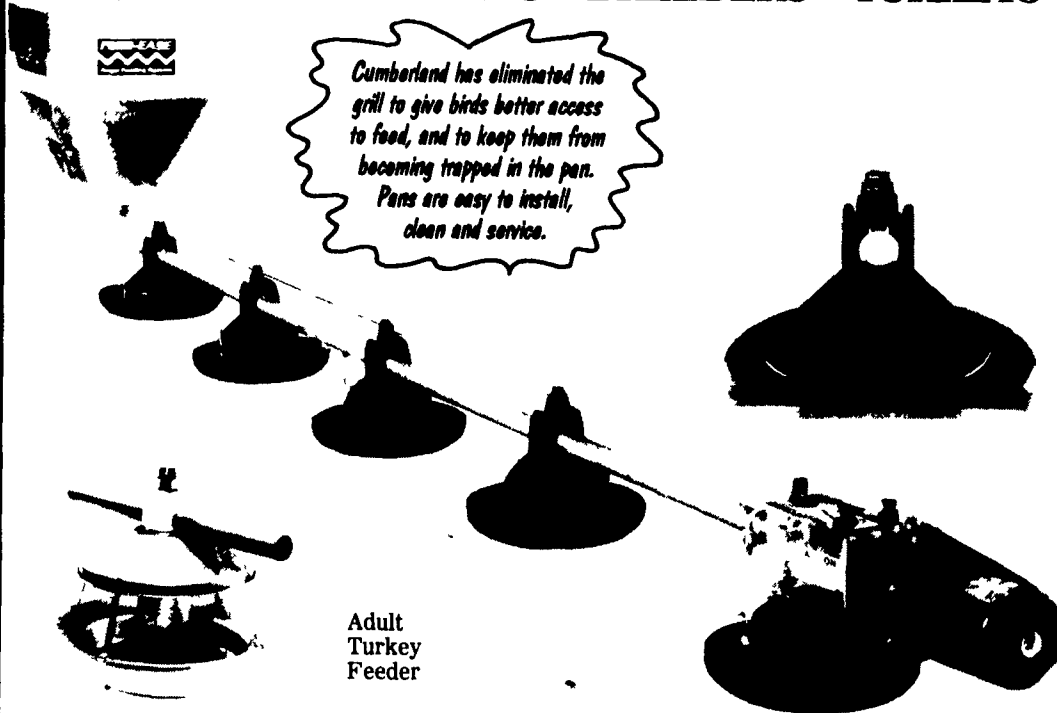
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