

Farmers Take Active Role In Dairy Promotion

WILLIAMSPORT (Lycoming) — "Milk and dairy products have been left to sell themselves. This is why I whole-heartedly support the American Dairy Association and

Dairy Council's (ADADC) barn sign program," said David Litchard of Exchange, PA. Litchard and fellow dairyman Don Cook are just two of many dairy producers in

Pennsylvania who are taking an active role in dairy promotion by placing billboards on the side of their barns.

These attractive 6'x10' alumi-

num signs display "Milk - America's Health Kick" in brilliant red on a glossy white background. Also displayed is the "REAL" Seal.

David Litchard first learned of this promotional opportunity through his milk handler. Since the Litchards are located along well-traveled Route 44, in Northern Montour County, they felt that it would be a perfect opportunity to help sell their own product. Both David and his wife Jean feel that it is very important for individuals to get involved in promotional activities.

Don Cook, of Drums, PA, feels much the same way. This active dairyman, who operates a 5th generation Century Farm, feels that the promotion programs that work throughout the state are a vital and invaluable part of marketing his product.

The Cooks, Don, Mary and 19-year-old Kenny, are located in the Cunningham Valley of Luzer-

ne County. The valley has recently given rise to a host of new developments, a prime target for barnside promotion.

Both the Litchards and the Cooks urge dairy farmers across the state to get involved. The only requirements are that farms should be located on a well-traveled road, and that the barn is visible from the road. The signs are available to farmers in Pennsylvania, New York and New Jersey.

Two hundred signs have been distributed in Pennsylvania, New York and New Jersey. Quantities are limited, and signs are available on a first-come, first-serve basis. The signs are offered free to those who meet the requirements, and are guaranteed for five years. If you are interested, contact the Williamsport office of ADADC at (717) 323-2552.

ADADC is a dairy promotion association funded by 20,000 dairy producers from Pennsylvania, New York and New Jersey.

National Award For Young Jersey Dairymen

COLUMBUS, Oh — Nine winners from across the United States will be presented with the American Jersey Cattle Club's 1988 Young Jersey Dairyman Award. The recipients will be honored at an awards breakfast June 24 at the AJCC-NAJ Annual Meeting in Portland, Maine.

Winners are selected by the AJCC Board of Directors and must be under 36 years of age on January 1. Of the 40 nominees, the nine selected have excelled in dairy farming and Jersey cattle breeding and have participated in AJCC programs and Jersey activities.

Those receiving the award are: Dennis & Judy Egelston and William & Debra Egelston, Glen Meadows Farm, Fultonville, N.Y.

Ralph & Faith Frerichs and Robert & Vonice Frerichs Frerichs Dairy, Inc., LaGrange, Texas.

Stuart & Debbie Lyon and Eric & Theresa Lyon, Lyons Jerseys, Toldeo, Iowa.

John and Linda Marcoot, Marcoot Jersey Farm, Inc., Greenville, Ill.

David and Robin Phillips, Irish Creek Jerseys, Mohrsville,

Penna.

Dennis and Nancy Reinholdt, R & R Farms, Rochester, Ind.

Mark and Vicki Russell, Poters Brook Jersey Farm, Litchfield, Maine.

Tony and Marcella Russell, Russell Dairy Farm, Coquille, Ore.

Scott and Michael Wickstrom, Wickstrom Jersey Farm, Inc., Hilmar, Calif.

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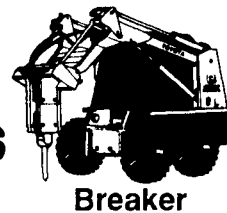
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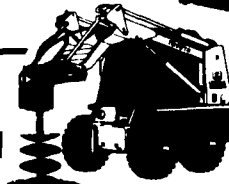


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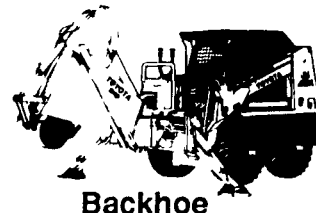
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