

# Sue Beshore

(Continued from Page B2)

ciated with Willow Creek worked with both large and small animals. Although she worked primarily in accounting, Sue's knowledge acquired from her work there has proven helpful in their own herd.

After marriage and a move to York County in 1979, Sue worked in the Camp Hill headquarters of the Purina company for two years. Then, the opportunity to work in dairy promotion proved irresistible to this former Berks County dairy princess, and she accepted a position with the Federal Order 4 Middle Atlantic Milk Marketing Association.

Organizing promotional events and working with several dairy princess programs brought Sue to Farm Show in yet another role.

She helped coordinate MAM-MA's milk promotion booth geared to spreading the dairy message to the thousands of non-farm consumers who attend Farm Show annually. It pleases her to see the cooperation of several milk promotion groups, working together in recent years, to organize and staff the popular, consumer-oriented dairy display.

Sue keeps her own hand in milk promotion with nursery school tours of the Beshore farm, offered several days each week during the month of May.

"Sue and fun are our requirements," she emphasizes. "We only have tours if the sun is shining, and we try to make it fun."

About 300 children, mostly age three to five, visited the Beshore herd last May. Jed's mother, Athena Beshore, first hosted the chil-

dren of the downtown Harrisburg Neighborhood Center several years ago, and still assists with the larger groups of small visitors.

"We start at the calf hutches," explains Sue, "and try to put everything in terms they can understand. They can hold a bottle and pet the calves. Then we 'follow the milk route,' from the cow to the tank, and hold each one up to see the milk in the tank. They also like to sit on the tractor and 'beep' the horn, and they always play with the kittens."

Milk and cookies follow the hands-on visit, and visitors go home with "I Love Milk" stickers and rubber cow erasers. Angie, already a veteran dairy promoter, takes special pride in distributing

these souvenirs.

Both Sue and Jed are in the barn for both daily milkings of their top-producing herd of 46 head.

"It's a great time for us to communicate," she said in regards to sharing the barn chores. Calf raising and the farm accounting are also her responsibility, though she willingly pitches in with most jobs, if necessary.

"I only have two 'don't's' - I don't throw down silage and I don't drive tractors," is the couple's understanding.

Sue serves on York County's dairy princess and promotion committee, and coordinates the

county's advertising program in the state Holstein's PROFILES magazine. This year, she agreed to be "room mother" for Angie's nursery school class of 20 youngsters at the nearby Salem Community Nursery School.

But, for this upcoming week, it is Farm Show that takes precedence at Beshore Farms. Three generations of family cattle enthusiasts will gather to cheer on the farm's entries and enjoy the fellowship with other breeders.

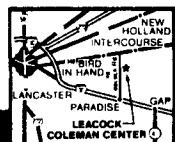
And, as Sue Beshore sums it up: "It's fun to show when things go well; and just not quite as much fun when things don't go well."

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