

# Compared On Foreign Tour

glass blowers or cutters and work for seven years to become masters. Here crystal is born in white hot fire, created by craftsmen who shape it into life with their breath and then, by skillful hand cutting, transmute this almost invisible substance into glittering masterpieces.

A totally different factory tour was the peat plant in Ballinonty, one of four in Ireland. Peat is made from turf, a natural fuel found in abundance in the middle of Ireland, residue of ancient forests. The plant produces 144,000 tons/year. To make one ton of peat briquettes, it takes 2½ tons of sod to be crushed, screened, sorted and pressed in a series of highly mechanized operations. Peat is prized as a clean-burning, available fuel, used in home and commercial furnaces.

The group visited the capital city, Dublin (population 1,000,000) which observed its one-thousand-year anniversary during 1988. They toured Trinity College to see the 8th century manuscripts of the gospels, the Book of Kells; and St. Patrick's Cathedral, built in the 13th century.

The historic nature of the country was most evident in its ancient castles. The group toured the mag-

nificent Rock of Cashel in County Tipperary, the palace of Irish kings from the third to the 11th century.

At the famed Blarney Castle, members of the group climbed 120 spiral stairs to the top of the castle parapet to kiss the Blarney Stone, said to confer the gift of

eloquence to those who kiss it.

The final evening of the trip provided a step back in history to enjoy the timeless atmosphere of medieval Ireland with a tour of Bunratty Folk Park followed by a feast in Bunratty Castle. Guests ate a three-course dinner without

benefit of forks. The folk park has reconstructed typical thatched farmhouses and fisherman's and laborer's cottages. One farmhouse demonstration was of hand-churned buttermaking. As the eight-day tour ended, group members were already making plans to

return to the Emerald Isle or to participate in the fourth annual ADADC tour in the spring of 1990.

The ADADC is a dairy promotion agency funded by dairy farmers from Pennsylvania, New York and New Jersey.

## New York, Pennsylvania Heifers

(Continued from Page A1)

The sale average of \$2,066 on 35 lots exceeded expectations of the AGA sale organizers. While the national convention sales average between \$2,000 to \$3,000, the East Coast sales generally run lower. Guernsey breeders anticipated excellent quality and were prepared to make those animals part of their herd.

AGA Crowns . . .

Heidi Knapp of Knapp Enterprise in Wisconsin was crowned the National Guernsey Queen and Angelique Eileen McDonald of Green Slopes Farm, Imler, Pa., was crowned the 1989 National Guernsey Princess. The distinction of Best Presentation went to Rebecca Klingel of Indiana.

Winner in the National Outstanding Guernsey Youth competition was: Roger Hunker of Ohio.

Runners-ups were: Michael Hurst of Indiana; Mark Calvin of Missouri; Trent Jensen of Wisconsin and Mark Fritsch of Minnesota.

The Outstanding Young Guernsey honor went to Walter A. Kessler of Bay Meadow Farms in Galt, California. Runners-up were: John Schnebly of Maryland; David Anderson of Minnesota; Tim and David Haynes of Indiana and C. Wayne Blades of Indiana.

George Fowler, Sr. of South Carolina was selected as the 1989 Master Guernsey Breeder. Myron Erdman of Illinois was honored with the Distinguished Service Award.

The Quiz Bowl Team from Indiana won the competition and the Pennsylvania team captured second place.

New Officers, New Directors  
A Guernsey breeder from Min-

nesota, Phil Tennis moved into the AGA's presidency. Ralph Turley of Ohio, past president, became the first vice-president and Lee Riggs of Indiana is the second vice-president.

New directors to serve three-year terms are E. Cline Brubaker of Virginia and Truman Weaver of Indiana. Brubaker owns and oper-

ates Blackwater Valley Farm in Rocky Mount, VA with his wife Mary Lee and daughter Amanda. He has served as past president of the Virginia GBA.

Weaver and his family were named the Indiana State Dairy Association Dairy Farm Family of the Year in 1988. He and his wife Elnora, own and operate the Yellow Creek Farm in Goshen.

## Dairy Association Finalizes Schedule

WILLIAMSPORT (Lycoming Co.) — The American Dairy Association and Dairy Council (ADADC) has finalized its media plan for the second half of 1989. The plan focuses on milk and cheese using a media mix of television, radio and outdoor billboards.

### FLUID MILK

The fluid milk campaign has been repositioned in order to reach an expanded target audience of 18-49 year olds. This new target audience represents 48 percent of the population, and a high percentage of milk drinkers. This audience strategy reflects the changes taking place in the milk consumption market, concentrating on the aging "baby boom" population segment. The commercial theme will continue as "Milk, America's Health Kick."

Historically, milk has been perceived as a beverage for children. ADADC's latest television campaign hopes to broaden milk's image, communicating the message that milk is nutritionally beneficial for adults. The tongue in cheek message states, "Everybody knows that milk's for babies. And baby, milk's for you."

Television, radio and outdoor billboards will be used to promote milk during 1989. The television buy will take place during prime time and prime access programming using 30-second commercials.

### HISPANIC EXTENSION -

Fluid milk advertising has been developed to reach the important

Hispanic market in New York City, promoting milk as "La Moda De Hoy," (The Style of Today). Television and radio advertising has been developed to be placed on the Spanish broadcast stations throughout the New York City area.

### CHEESE -

Pennsylvania and New York are primary producers of the nation's cheese supply; particularly cheddar and Italian cheeses. Cheese advertising will be placed this fall as part of a special cheese promotion being run through supermarkets.

Willard Scott serves as spokesperson for ADADC's cheese promotion. Network television and radio ads featuring Scott will be placed during the month of October. The ads will promote the sale of real, domestic cheeses during the fall season.

### MARKETS

Television and radio commercials for milk will be placed primarily in the New York metropolitan area as well as major markets in Upstate New York and Northern Pennsylvania. A billboard campaign will extend the broadcast message throughout Northern New Jersey and Pennsylvania as well as Watertown, New York. The cheese campaign will take place through a national network buy.

The American Dairy Association and Dairy Council is a dairy promotion association funded by dairy producers from New York, New Jersey and Pennsylvania.

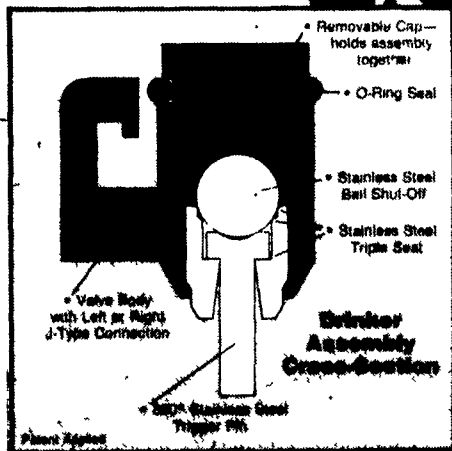
## YOUR WATERING SYSTEM

### Big Dutchman® CAGE WATERING SYSTEM Mfg. by VAL



#### System Features

- Drier manure pits and greater freedom from leaks because of the triple seal stainless steel valve seat and low pressure operation. Easy triggering and gravity controlled positive closing allow this nipple drinker to supply adequate water at a pressure of ¼-lb. or less.
- Cage rows can be supplied from one end by a closed tank assembly, to a system length of 650 feet. Pressure regulators may be used up to 525 feet.



#### Drinker Features

- Each nipple can supply adequate water for 12 laying hens.
- Water is available to birds at all times. Positive 360-degree side action makes water accessible from any angle.
- All moving parts of the valve are made of high quality stainless steel.
- Triple seal design reduces the possibility of leaks.
- Drinkers snap on the water line and are secured by a "J" connector with no threads.
- Drinker cap holds the entire nipple assembly together. Easy to take apart and reassemble.
- Drinkers are self cleaning. Since they "wash" each time they are triggered, the nipple orifice does not collect feed or dust.
- No rubber seats to replace.

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