

Expo's Dairy Woman Of The Year Named

MADISON, WI — The chairperson of the California Milk Advisory Board has received World Dairy Expo's 1989 Dairy Woman of the Year Award.

Beatrice Moons' activities stretch from heading up one of the country's leading dairy promotion organizations to involvement in her community and playing an active role in the family's farming operation.

Moons and her husband, Jack, own Moons Dairy, an 850-cow Holstein operation on 98 acres near Chino, California. Approximately 85 percent of the herd, which includes 1,000 replacement heifers, are grade animals, while the remainder are registered. The cows, with a herd average of about 18,000 pounds, are milked in a two-double-ten herringbone parlor. Sixty-five of the farm's acres are triple-cropped to oats, barley and sudan grass, all of which are green chopped and fed to the herd.

The farm employs six full-time workers.

Moons is considered an astute businesswoman and serves as the farm's bookkeeper, maintaining financial records, as well as records for young stock. Until a year ago, when she took over as CMAB chairperson, she played a full role in all phases of the farm's day-to-day operation, including planting and harvesting. Giving up field work was enabled when their son, John, came back to the farm after graduating from Cal Poly University - San Luis Obispo in the spring.

She maintains responsibility for the appearance of Moons Dairy, a duty which earned the farm the distinction as Outstanding Dairy from the Chino Chamber of Commerce in 1988. With an attractive farmstead, complete with bonsai trees, Moons Dairy occasionally hosts dairy tours for local school children.

Moons has excelled in dairy advertising, research and education efforts. A CMAB director for ten years, she served as its secretary and vice chairperson before becoming chairperson a year ago.

During that 10-year period, Moons was highly involved in moving CMAB into cheese promotions when many dairy producers thought only in terms of advertising fluid milk. She was instrumental in launching CMAB's Real California Cheese program, which involved developing a state identity for cheese produced in California. Development of the program involved an extensive research project on the viability of a cheese industry in California.

Those efforts, along with those of others in the California dairy industry, has led California from producing 150 million pounds of cheese 10 years ago to 600 million pounds today. While fluid milk remains the organization's top pro-

motion priority, CMAB spends up to \$6 million on cheese promotion yearly.

Moons serves on CMAB's new products committee, an advisory group made up of processors, co-op managers and dairy farmer leaders to look at development of new dairy products. She also represents CMAB on the Dairy Research Center committee, a group which oversees dairy research, and on COW. The COW organization is made up of representatives of the promotion organizations in California, Oregon and Washington and works cooperatively to advertise dairy products.

Moons also is a dairy leader outside her state. She currently serves on an advisory committee initiated by the National Dairy Promotion and Research Board designed to determine how best to coordinate national promotion efforts.

Moons has served on the Dairy Science Advisory Committee for Cal Poly for about five years. She is treasurer of a parent advisory group for her daughter's high school, and she is active in the San-River Dairy Bells, a regional service and social organization of dairy women whose activities include planning dairy tours and working at local fairs.

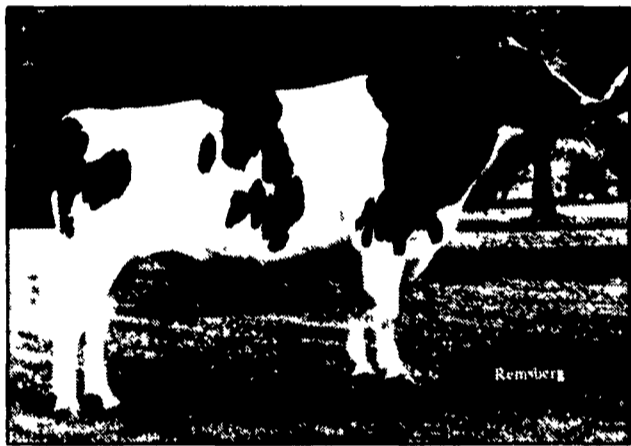
She served as a director to the Chino Chamber of Commerce from 1980 to 1982 and worked with the California Dairy Princess contest for a number of years, holding positions as district chairperson, state vice chairperson and treasurer. Currently, she is a member of Dairy Shrine, state and national Holstein Associations and Milk Producers Council of California.

In 1989, Moons was named an honorary member of the Los Lecheros Dairy Club at Cal Poly, an honor reserved for one dairy farmer and one dairy industry representative yearly.

Moons and her husband have four children: Stephanie, 23; John, 22; Agnes, 20 and Jacqueline, 15.

GABRIEL

— a new quad-plus Spirit son!



Dancing-Bell Gabriel Soupy, GP-83 (EX-MS)
2-1 336d 17,040m 3.8% 652f 3.3% 559p
Owned by Don Meyers, Kempton, PA



High-Hart BRN HJ Gabriel
2-7 301d 21,856m 3.1% 682f 3.0% 652p
Owned by William B Hart, Forksville, PA



Ayres Gabriel 34 Grade
2-4 362d 18,604m 3.9% 725f 3.3% 610p
Owned by Gary & Donna Ayres, Granville Summit, PA

9H968 Fivebrooks Spirit GABRIEL *TD
Excellent-90 aAa 612435
7/89 USDA (PTA '90) 47 dtrs./43 herds
PTA Protein +\$159 +.01% +41p 75% Rel.
Milk/Fat +1133m +\$154 +.08% +56f 76% Rel.
PTA Type +1.08 54% Rel. TPI +850
Pedigree: Spirit X Elevation
Calving Ease - 12% (61 calvings, 61% Rel.)

GABRIEL is a promising new quadruple-plus sire that entered the lineup following the July 1989 sire summary. An Excellent-90 Spirit son, GABRIEL is backed by a 2E-90 Elevation dam with 157,110 pounds of lifetime milk production and a VG-87 granddam with lifetime production of 194,940 pounds.

The deep-bodied GABRIEL daughters have exceptional dairy strength, good width through the thurls, and correct feet and legs. They also have high, wide rear udders, super center support, and excellent teat placement.

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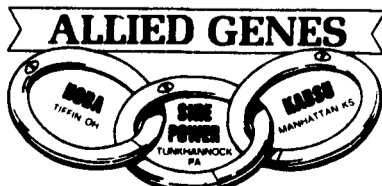


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