

Radio Ads Highlight Milk

COLUMBUS, Ohio — Pennsylvania's official beverage - milk - is the focus of two new radio

advertisements which began airing throughout the Commonwealth, this month.

The "Top 10 Reasons Why Milk is the Choice of Pennsylvanians" were developed by the American Dairy Association on behalf of the American Dairy Association and Dairy Council Inc., Mid East United Dairy Industry Association, and the Pennsylvania Dairy Promotion Program.

make the messages more memorable to radio listeners.

The ads target the 18- to 49-year-old audience with the goal of making milk top-of-mind because adults don't always think of milk's nutritional value as an important part of meals and snacks.

And it is the aging baby boomers, the 25- to 49-year-olds, who offer a tremendous potential in building milk's share of the total beverage market.

The "Pennsylvania Top 10" offer such notable inclusions as: "It is the official state liquid of Pennsylvania;" "The Nittany

Lions put it on their training table, shouldn't you?;" "It must be good for you, they drink it by the pailful in Lancaster County;" "It's the unofficial beverage of Lackawanna County;" and "Milk's protein makes Interstate driving a ball."

These commercials will continue to run through June 3. They will then be aired in the fall on a rotating basis with the four new national versions of the American Dairy Association's "Top 10 Reasons."



Guernseys Break Records

REYNOLDSBURG, Ohio — A pair of two-year-old cows, Rozelyn Rons Jocelyn and Land Of Living Invest Kiss, have recently completed 30,000 pound milk records. These are the first two-year-olds in breed history to complete production records over 30,000M.

These high production credits are only one of the things these two young cows have added to the list of their credentials.

Rozelyn Rons Jocelyn, bred and owned by Rozelyn Farm of Lynden, Washington, is the recipient of all four 1989 national production awards. The awards will be presented at the National Convention in Evansville, Indiana. They are the New England GBA Trophy for the highest Manure Equivalent (ME) milk record; the Nyla Bedford Trophy for the highest two-year-old ME record; the Tarbell Trophy for the highest ME butterfat record and the California Protein Award for the highest ME protein record. Her 2-03 record also qualifies her for Milk Flow Queen status. In 305 days she made 28,090M* 1,383F* 1,078P*. Her record at 365 days, is 32,850M* 1,611F* 1,271P*. This 365 day record ranks her first for all three production categories in the junior two-year-old cow division.

She has type and pedigree as well. Scored Excellent as a two-year-old, she is a daughter of Idle Near Rondas Hornet. Her Plainview Farm Top Hornet, national class-leading dam made over 140,000M lifetime. Jocelyn's maternal sister, Rozelyn Ables Jackie was scored VG-85 and produced over 29,000M 1,400F 1,100P. This national class-leading sister was also a Gold Star Dam.

Land Of Living Invest Kiss not only produced over 30,000M but is the breed's youngest cow to be scored Excellent-94. This 1989 All-American Three-Year-Old made national class leading records with 26,750M* 1,203F* 910P in 305 days and 31,220M* 1,434F* 1,091P* in 365 days at two years and 10 months. These records ranked her number one for 305 day milk and protein production and fourth for butterfat as a

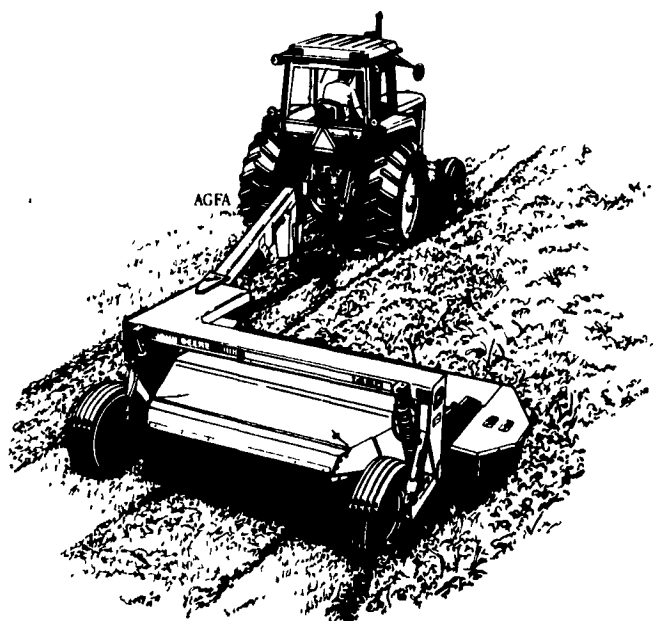
senior two-year-old. Star Dam with national milk and protein and At 6-05, in 365 days, second for butterfat production in this age 1,528F 1,087P. The group for her 365 day next dam is EX-91 with three consecutive records over 800F.

She is a high-CPI daughter of Walnut. "Kiss" is owned by Corner Choice Kym, a Eli Ayars of Land Of 92-point, Kelloggs Living Farm, Mechanicsburg, Ohio.

The 60-second ads are a spin-off of the American Dairy Association's popular "Top 10 Reasons" national campaign which began airing last December.

The "Top 10" campaign emphasizes health, nutrition and taste, with an element of humor to

You Name The Terms



1460 Mower/Conditioner

IF IT'S ABOUT HAY TOOLS, WE'VE GOT ALL KINDS. READY TO GO.

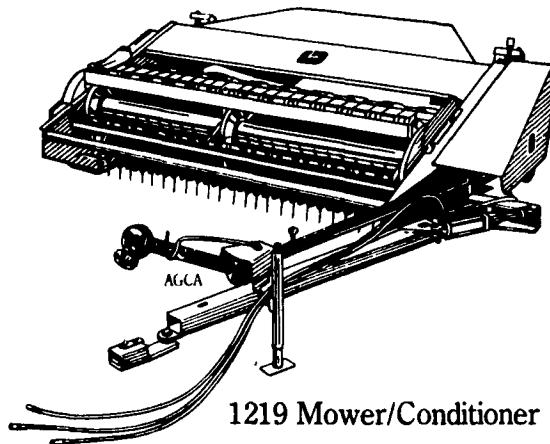
- Four square balers that kick out bales that stack like bricks
- New mid-pivot mo/co...7- and 9-foot mo/cos...three rotary mo/cos
- Plus mowers, self-propelled windrowers, tedders, rakes, forage harvesters and other equipment. All with the best parts and service backing around
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