

State Jersey Breeders Meet

BONNIE BRECHBILL
Franklin Co. Correspondent
CHAMBERSBURG (Franklin Co.) — "You create an excellent product, and it's easy to tell consumers to use more of it," Betsy Dupuis, communications director for the Pennsylvania Dairy Promotion Program told Jersey breeders at their annual meeting March 26.

"Cheese has been the hero for the dairy industry," she continued. In-store promotions of cheese raised sales by 30 percent, she said, which pleased store owners and dairy farmers alike.

In 1983, there was a 17 billion pound surplus of dairy products; by 1991, that surplus had been reduced to 8.7 billion pounds. In that same time period, production increased 11 billion pounds. "We've been playing catch-up since 1983," Dupuis said.

She said that the three states ahead of Pennsylvania in dairy

production — Wisconsin, California and New York — all have mandatory promotion plans, while Pennsylvania does not.

"You as producers have a lot at stake in the dairy referendum," she said.

Later in the program, held at the Chambersburg Howard Johnson's Motor Lodge, Dupuis received an award from the Jersey youth for her work as youth advisor.

Also recognized for their service to the youth were Doug and Beth Reinhart of Quest-End Jerseys, Chambersburg. They chaperoned the youth at the national convention in Louisville, Ky.

Jersey youth also received awards at the meeting.

First Year Project Award winner was Joy McConnell, of Volant.

Junior Achievement Award, Junior Division winner was Mark

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Junior award winners are: Front, from left, Missy Wertz, Joy McConnell and Mark Norman; rear, Marsha Chess, Pamela McConnell and Roberta McConnell.



Junior production award winners are Front, from left, Emily Norman, Joy McConnell and Mark Norman; rear, Roberta McConnell, Pamela McConnell and Marsha Chess.

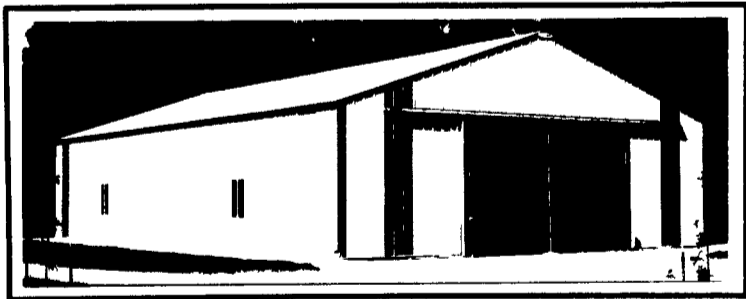


Betsy Dupuis, center, Jersey youth advisor; and Beth and Doug Reinhart received awards from the youth.

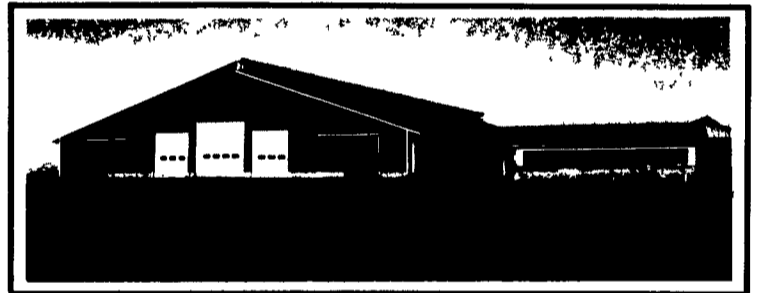
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