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The Royer family with Blossomelle Stewart Mandy, their excellent homebred 35,661m cow. From left, Rhelda with one of the twins, Sarabeth, age 3 mo.; Lynn with Jennifer, age 2; Sara with the other twin, Lindsay, age 3 mo.; Manda, age 4 and Alysha, age 5. Photo by Everett Newswanger.

Key To Successful Farming Among Urban Neighbors: Be Firm, Be Friendly, But Don't Be Frustrated

EVERETT NEWSWANGER
Managing Editor
LANCASTER (Lancaster Co.)—Several years ago an urban lady called neighbors Rhelda and Lynn Royer at their Blossomelle

Registered Holstein farm on Oregon Pike and said she had bought her son a mini-bike. The lady wanted the Royers (mother and son) to know that the youth was going to ride his bike in their fields.

The Royers have lived with an urban development at the end of their farm lane since 1957.

"I thanked the lady for calling to inform us," Rhelda said. "But I told her the boy was not going to ride his mini-bike in our fields."

"Oh, yes, he is," the lady said.

"If you feel that way," Rhelda told her, "when Lynn goes out the lane on the tractor, he will not bother to drive around. He will just drive through your yard with his tractor."

The lady about died. "He wouldn't dare do that," she said.

"That's the way we feel about your son riding in our fields," Rhelda said.

"Well, what should I do?" the lady asked.

"You should have thought about that before you bought the bike," Rhelda said.

Before long the mini-bike was sold, but for two years the lady would not look at the Royers. Later, Lynn bought his first house in the development right beside this lady, and they have become very good friends.

For the Royer family, being firm, friendly, but not frustrated, has been the key to successful farming among urban neighbors in the sprawling developments that have enveloped the land near Lancaster City. They farm 150 acres, 77 on the home farm and the remainder on rented ground around several nearby

developments.

For more than 30 years the Blossomelle herd has been known for show type and good production. A number of homebred cows have classified excellent. The latest production record on Blossomelle Stewart Mandy (EX) is 4y 35,661m 1200f 1168p. The herd average on 67 cows is 20,488m 774f 659p.

To make sure the farming operation can coexist within the urban setting, the Royers have made it a point to learn to know the neighbors by name. At first, when the mothers in the development would have their coffee clatches, they would send the kids down to the

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Dairy Promotion Agencies Mature

VERNON ACHENBACH JR.
Lancaster Farming Staff
HARRISBURG (Dauphin Co.) — Dairy promotion in Pennsylvania is gaining strength and maturity.

The face of it has become more professional in past years as board

members who oversee the direction and goals of the various agencies have learned more about the business and the competition.

Marketing and effectiveness studies, demographics, and consultants have helped bring the dairy promotion programs more in

line with the highly competitive business of attracting and inspiring consumers to spend money.

While the consensus is that the dairy promotion effort is never-ending, the growth and maturation of promotion in Pennsylvania is a

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Your Special Dairy Issue: A Tribute To Farmers, Agribusiness