

## Main Family At Home With Dairy Of Distinction

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structed there. Most of the wagon shed was rebuilt by the silos for use as a feeding room. Leftover beams frame a flower garden beside the milk house.

The Main's cows average 70 pounds of milk per day, for a monthly average of about 300,000 pounds. Monie's goal is to produce 3.7 million pounds of milk per year. "The cows milk better here," he said, attributing the increase to the new facilities. In Maryland, they had a stanchion barn.

Monie farms 225 acres of corn and alfalfa here, and an additional 225 acres of no-till corn and soybeans in Frederick County, MD. Custom operators do the out-of-state farming, and Monie uses the corn and soybeans in his cows' feed.

Hired man Larry Diehl has been with the Mains for 15 years, and made the move from Maryland with them. Larry does the field work and takes care of the machinery, while Monie works with the cows.

They also employ a relief milker a few evenings a week. "I like to milk cows, but I felt trapped in there in the evening," Monie explained. "(Having a relief milker) makes a big difference." It takes 2½ to three hours to milk.

Liza was raised on Long Island, New York. She went to Hood College in Maryland, majoring in

Home Economics, and her parents expected her to come back to Long Island to teach. Instead, she met Monie, who was an accounting, business, and finance major at nearby Mount St. Mary's College.

Six months after their marriage in July 1973, Monie and Liza started farming on their own. Her parents moved to Frederick County to be near her. Liza taught Home Economics for several years, until Libby was born.

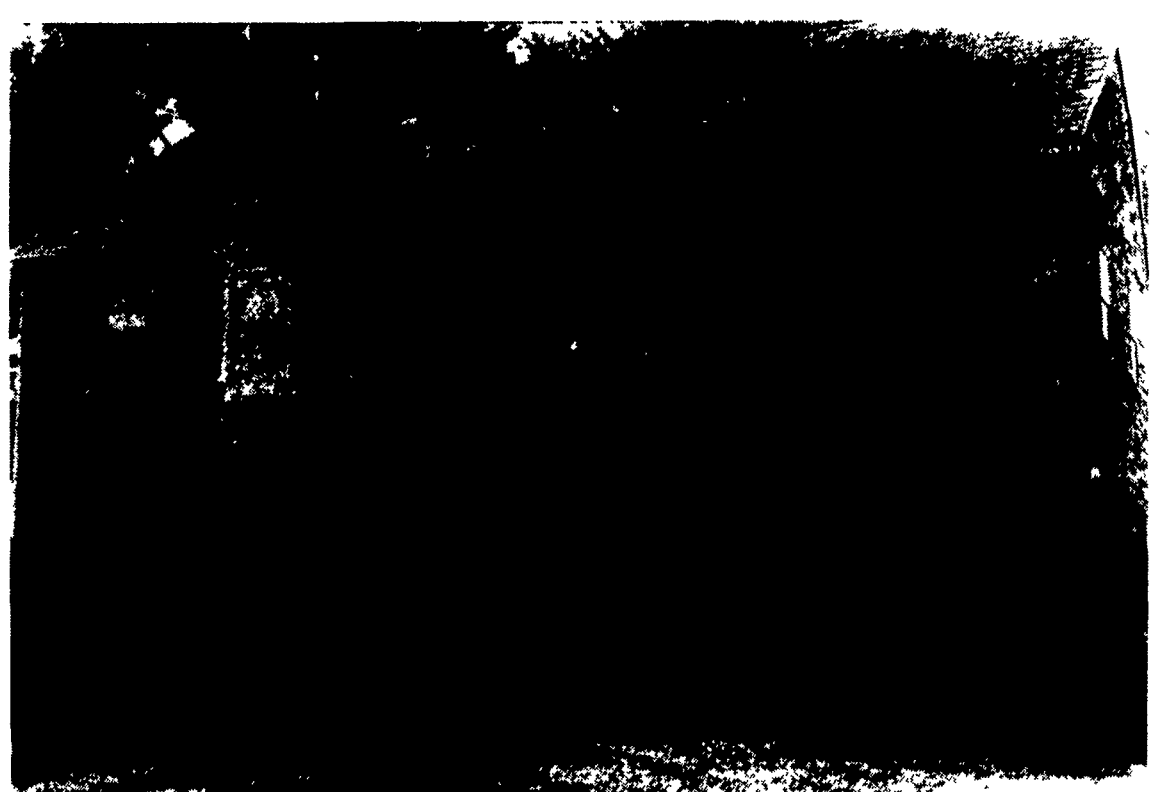
Liza, 42, keeps the books and the records for the farm, M & L Main, Inc., and helps to wash down the parlor. She is kept busy transporting the children to various activities and doing volunteer work at their schools and at church. She is active in the Farm Women #6 group.

Monie, 43, said of the family's move, "It was a challenge at the time," and admits that, "Five years from now, I probably wouldn't want to do it again."

The Mains have no intention of pushing their children into farming. "We did not build this for the children. This is strictly us," Monie said. "We want to get the children in touch with as many things as they want. If they chose to farm, great. Nothing will be put on them like, 'I did this for you.'"

"Monie and I are farming because we want to farm," Liza added. "We're trying to make the children self-sufficient."

Both children are musically

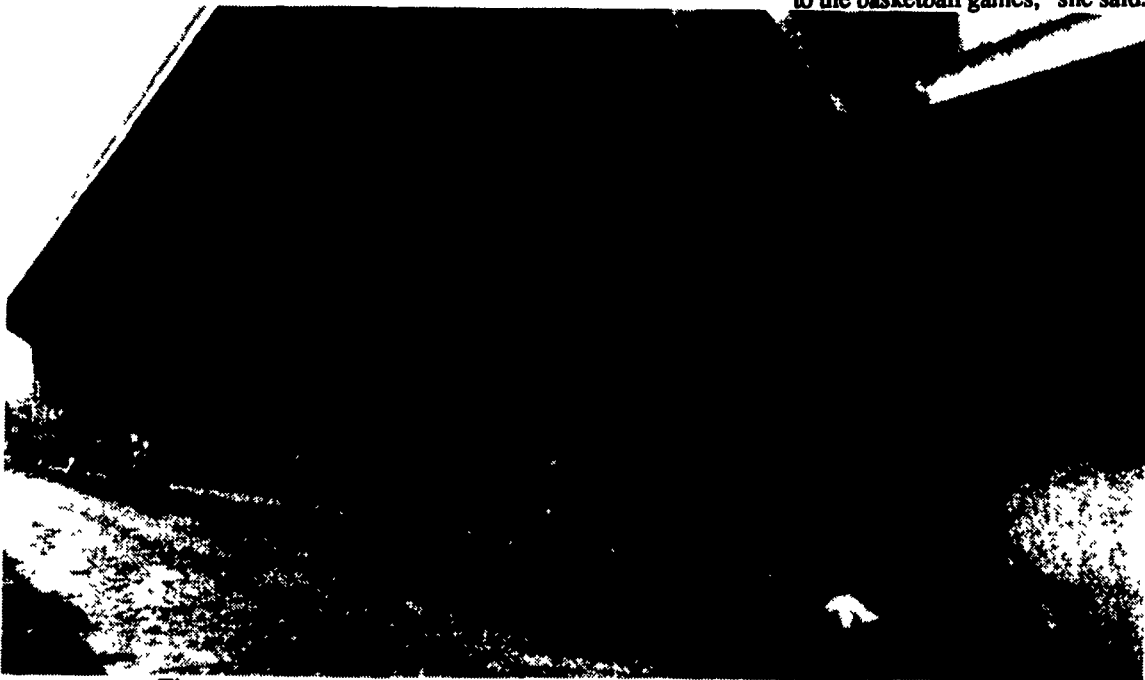


The Main's limestone farmhouse, built in 1794, is one of the oldest stone houses in Mercersburg.

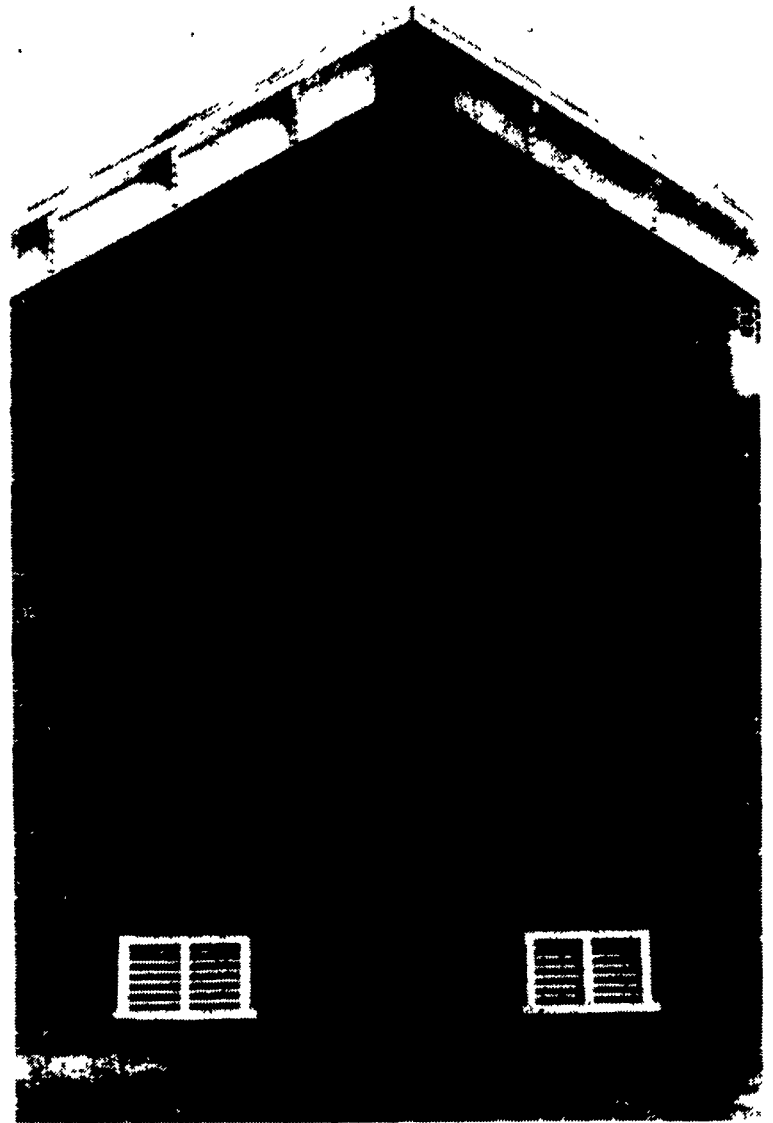
inclined. Libby, 15, who is a junior, plays the clarinet at James Buchanan High School and is a member of the marching band and concert band. She is a member of the Pep Club and AFS, is on the swim team, and is a lifeguard at the school's pool.

Matt, 11, plays the drums and is in the eighth grade at James Buchanan Middle School. He plays in the concert, stage and marching bands. He enjoys drawing, Nintendo, and basketball.

Liza said that the family enjoys Mercersburg's spirit and community organization. "Everyone goes to the basketball games," she said.



The open-front barn provides good housing for the young stock.



The decorative end wall is part of the old barn.

## NDB Builds Plans Around Priorities

BROOKFIELD, Wis. — The National Dairy Promotion and Research Board met Sept. 21-23 to approve program plans for the current year that address the board's marketing priorities.

The 36 dairy farmers serving on the National Dairy Board also funded several programs that bring national, state and regional farmer-funded organizations together to maximize farmer investment and leverage with industry.

### Fluid Milk

Several commercials and a chocolate milk promotion were approved for use in encouraging children and teenagers to drink more fluid milk.

The board voted to use 15-second versions of two 30-second commercials, "Backstage" and "Diner," targeting male and female teens which were produced and put on-air during the summer. By rotating the 30-second versions with 15-second versions of the same commercials, the

National Dairy Board can reach teens more often, reminding them to drink milk to help increase fluid sales.

A new 30-second commercial aimed at kids, ages 6-11, was approved for use beginning late September. It replaces the commercial "Roger & Max" that has been on-air for more than a year, and tells kids that drinking milk will help them grow, and it tastes good too.

The board approved a new 15-second commercial "Monsters/Bob" aimed at kids and teens. The chocolate commercial and promotion are designed to increase total milk consumption by positioning chocolate milk as a snack, an eating occasion typically low for white milk consumption.

The chocolate milk commercial will not air in the Midwest market in order to measure and compare the impact of white milk advertising, chocolate milk advertising and chocolate milk advertising plus promotional activities.

In addition to domestic promotion of chocolate milk, dairy farmers serving on the National Dairy Board approved plans to conduct in-store chocolate milk promotions of U.S. product in Mexico during the coming year.

The board made that decision after market research indicated potential growth for the relatively new flavored milk market in Mexico.

Members of the National Dairy Board approved \$100,000 to investigate causes for the recent decline in fluid milk consumption.

"We need to find out if consumers just aren't consuming as many beverages as they use to with changes in lifestyle or if we are losing them to competing beverages," said James Cook, Alabama dairyman and chair of the Board's Market and Economic Research Committee. "We need to know exactly what those competing beverages are, and why consumers switch to them."

To help stave off fluid milk

declines, the board approved a project to study product quality and packaging issues impacting fluid milk use by young children and the elderly.

"We will work with fluid processors and bottlers from the onset, attempting to match new technology in fluid dairy beverage quality and packaging with the unique needs of children and the elderly," explained John Peachey, Florida dairy farmer and chair of the Board's Dairy Foods and Nutrition Research Committee.

"Then we will develop prototype packaging concepts consumers want, determine the cost and impact of the alternate packaging on product quality, improve the package based on consumer feedback and then work with industry to evaluate the potential of the new packaging."

### Cheese

Since brands advertise specific types of cheese, the National Dairy Board voted to advertise and promote cheese as a total

category rather than specific types as it had done in last few years. It hopes to begin advertising new commercials under this broader strategy of selling the total cheese category in November. The new cheese commercials will target men and women, highlighting ways to use cheese in new sandwiches, snacks and toppings.

To complement cheese advertising, the board approved funding of up to \$1 million for a spring retail cheese promotion. Similar to years past, the promotion will coincide with the Memorial Day weekend, kicking off the grilling season. Partners in the promotion include the American Dairy Association and the beef checkoff. Details of the promotion have yet to be determined, and promoters will look for tie-in partners to leverage farmer dollars.

The National Dairy Board has had good results in helping the U.S. dairy industry break into export markets for cheese. The  
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