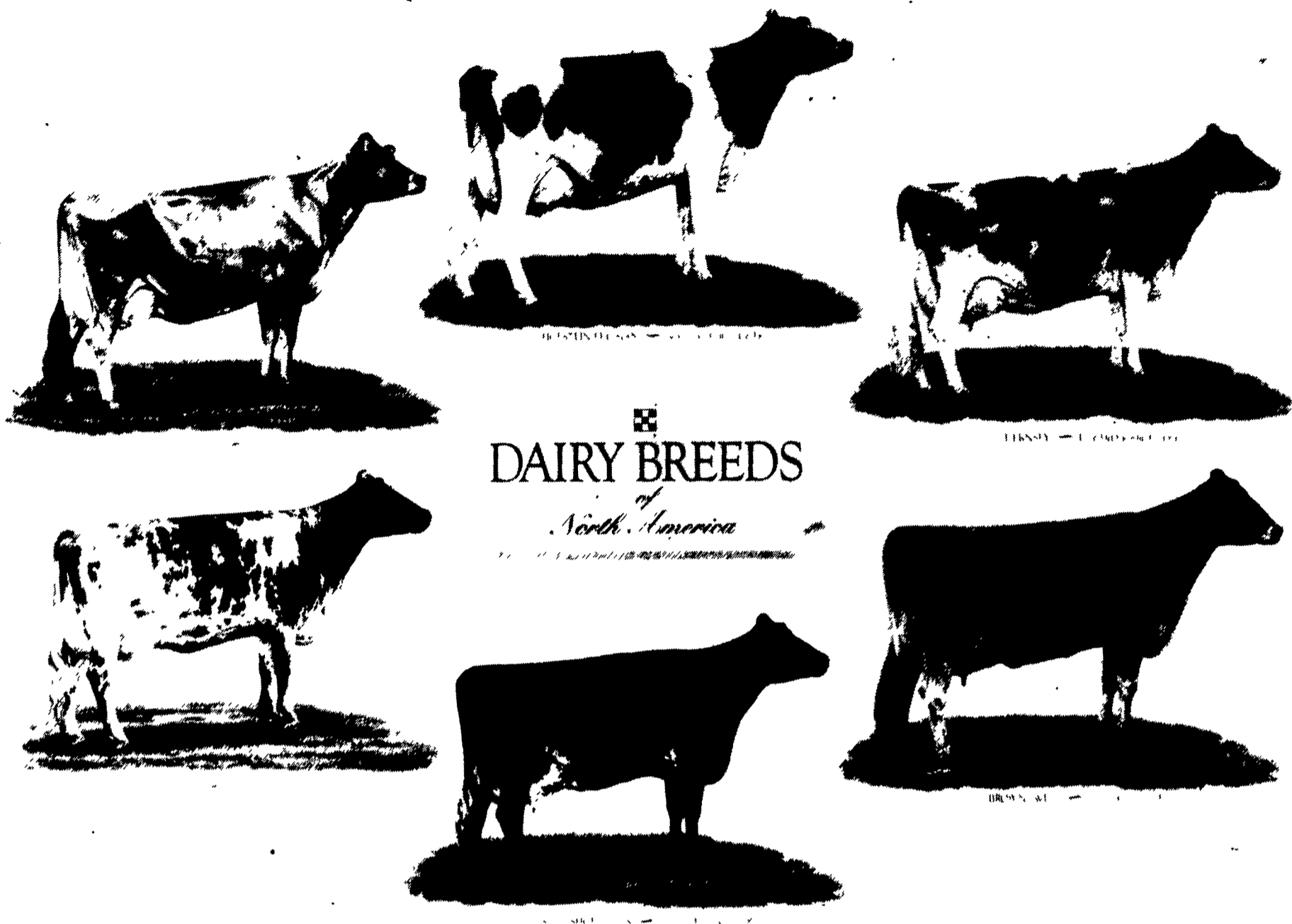


# Purina Mills Recreates Classic Dairy Poster To Benefit Youth



ST. LOUIS, Mo. — Against the backdrop of the United States' largest dairy event, Purina Mills, Inc. will unveil a completely updated version of its classic poster representing the six popular North American dairy cow breeds. The poster, first issued by Purina Mills in 1962, has remained in demand for three decades. Purina Mills is revising the poster to show the overall improvements in dairy cow anatomy over the last 30 years.

The updated poster premieres at the World Dairy Expo in Madison, Wisconsin. It features the work of rural American artist Bonnie Mohr, of Glencoe, Minnesota. Mohr, who also owns a

dairy farm, is noted for her artistic and technical skill with farm animals. She was a natural choice to recreate the original poster, which is widely used in agricultural and veterinary education classes, says Purina Mills Dairy Marketing manager, Richard Poeppel.

"The original poster is nearly as popular today as it was 30 years ago, so we had high standards to meet," says Poeppel. "We wanted to show the beauty and strength of each dairy breed, but we also needed accurate renderings of the cows, for comparative study and classroom use. The search for an artist who could accomplish both goals led to

Bonnie."

#### To Raise Funds for 4-H, FFA

At the October 4th unveiling, Purina Mills will announce plans to use the poster as a centerpiece of fund-raising activities for national and local 4-H and FFA activities. Local 4-H clubs and FFA chapters, in cooperation with independent Purina Mills dealers, will sell copies of the poster, with proceeds to benefit their local and national organizations.

"We're honored to take this next step in our long association with these two outstanding organizations," says Poeppel. "Together the 4-H and FFA help educate more than four million American youths each year about

food production and the role of agriculture. The role of the poster meshes perfectly with the role of these organizations."

Cows representing each of the breeds—Ayrshire, Brown Swiss, Guernsey Holstein-Friesian, Jersey and Milking Shorthorn—were chosen both for their physical traits and production abilities, says Poeppel.

"Each of the cows shown in the poster has the classic traits of her breed, and each is an outstanding milk producer," explains Poeppel. "The cows do not represent a theoretical ideal, but represent the best North American dairy cows. This is why they are a more valuable educational tool than a stylized 'perfect' cow."

Purina Mills will present signed copies of the poster to the owners of each cow at ceremonies at the World Dairy Expo, Tuesday, October 4. Each of the six breed associations, as well as the national 4-H and FFA organizations also will receive a signed copy of Mohr's painting of that breed's representative. The original paintings will be displayed at the 1994 World Dairy Expo and then at Purina Mills headquarters in St. Louis and at the company's research facility.

The poster is one of the series of events marking Purina Mills' 100th anniversary. Founded in 1894, Purina Mills is America's largest manufacturer of animal food and feed.

## Conservation Tillage Event Dec. 14

CARLISLE (Cumberland Co.) — National environmental issues and practical information to make conservation tillage profitable will be major topics at this year's six-state Mid-Atlantic Conservation Tillage Conference. The twenty-first annual event is set Dec. 14 at the Embers Inn and Convention Center near Carlisle.

Specific topics will deal with "rock-solid" practical and profitable no-till ideas to use next spring, clean water, soil fertility, new herbicides, and workable machinery attachments. Farmers from Delaware, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia are invited to attend.

Sponsoring organizations include cooperative extension, the U.S.

Department of Agriculture's Soil Conservation Service and local conservation districts in the participating states, with assistance from interested agribusiness representatives. More than 400 persons are expected.

Activities on Dec. 14 will get under way at 8 a.m. with free coffee and doughnuts, plus opportunity to visit industry exhibits. The educational program will run from 9 a.m. to 4 p.m., with an hour and a half off for lunch and another chance to chat with exhibitors.

Tickets for the noon lunch are available at \$6 each from cooperative extension county offices throughout the Mid-Atlantic area. They must be purchased in advance and no later than Dec. 5.

Speakers and topics for the morning program are as follows:

- "30 Rock-Solid, Highly Practical and Profitable No-Till Ideas to Use Next Spring"—William F. Rohrs, coordinator, Conservation Action Project, Maumee Valley Resource Conservation and Development Area, Soil Conservation Service, U.S. Department of Agriculture, Defiance, Ohio.

- "Clean Water Without Rigid Regulation"—Dr. Richard S. Fawcett, Farm Journal environment specialist, Huxley, Iowa.

- "Soil Fertility Programs" (including manure & fertilizer inputs)—farmer panel.

- "Where to Find the Profits in Conservation Farming"—Roland P. Freund, area farm management agent, capitol region, Penn State

Extension, Carlisle.

- "New Chemistry of Herbicides: Making Conservation Tillage More Friendly to the Environment"—Dick Fawcett, Farm Journal.

The last three topics are 45-minute breakout sessions conducted simultaneously. They will be repeated after lunch, providing opportunity to attend two of the three sessions.

The final afternoon presenta-

tion is titled "Row Cleaners, Coulters, Zone Tillage, Planter/Drill Attachment Selection & Adjustments ... What Works? What Doesn't?" The speaker will be John A. Halderman, owner of the College Corner Implement Company at West College Corner, Ind.

An informal discussion session will close out the afternoon for knowledge seekers who wish to remain.

*Make it Milk*