

# Dairy Promoters

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maids, ambassadors, and representatives to make local promotion easier, effective, and more enjoyable.

"Dairy promotion is tremendously important part of the industry and no one is doing it for us. It becomes more and more complex as society gets farther and farther from its agricultural roots," Harding said.

Some of those obstacles that dairy promotion people need to deal with are animal rightists who are fighting to have all animal products stopped, and the soft drink industry, which spends \$16 in advertising for every \$1 the dairy industry spends.

PDPPS is one of the oldest grassroots program in dairy promotion in the country. It backs up whatever individuals can do in dairy promotion on a one-to-one basis in their respective counties.

Information, tools, inspiration, and resources were introduced for use in classrooms, mall promotions, and meetings.

At the Lancaster County seminar, Dairy Council representative Carolyn Weaver introduced recently published nutrition education materials to make learning about nutrition easier than ever for school-age children.

Holly Gerke of PDPPS said that the organization will help with press releases, radio and television promotions, and have resources for promotional events.

To help participants deal with dairy stresses, Dr. Natalie Ferry, a former SUN area dairy committee member and an extension agent, explained how stresses can be identified and lowered.

Participants answered questions to identify whether they were Type A or B personalities. According to this theory, the personalities react differently to the same situations. Understanding your basic personality type can help to lower stress.

The ability to see change as a challenge is necessary because technology moves us along at a high rate and we must change whether we like it or not, Ferry said.

"Spring is the most stressful time of the year for farmers," Ferry said.

Between the months of April to June, more young farmers between the ages of 25 to 40 are at risk for suicide, more farmers over 60 have heart attacks, more accidents happen on the farm, and more conflict happens within the family.

To increase productivity and safety, farmers must get off the tractor and eat meals in the house rather than working around the clock.

To reduce stress, Ferry said, you must come to the realization you are not a super person and learn to say no to extra when appropriate. Learn to talk out your concerns and treat your body like a temple by eating a balanced diet, limiting caffeine and sugar, quit smoking,

get plenty of sleep, take breaks, relax, and exercise.

"It is important not to cut back on social activities during this time

because they help to keep a positive outlook and reframe negative thoughts.

"People with a good sense of

humor live longer and have less illnesses," Ferry said. "If you can laugh, it calms you down, and you can deal with any situation."



Seminar participants receive packets of information to guide them in promoting the dairy industry.

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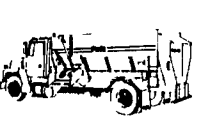
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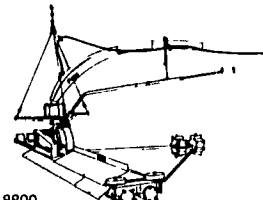
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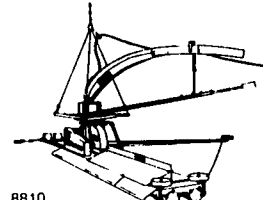
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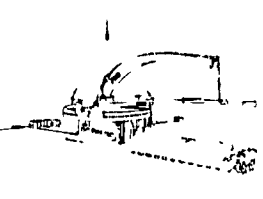
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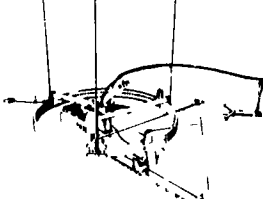
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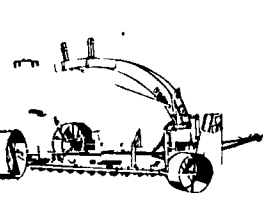
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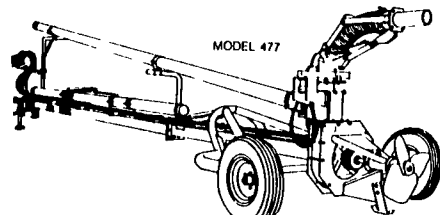
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