



OPINION

National TV Commercials Dairy Promotion Milestone

The dairy promotion industry is maturing.

After viewing the series of dairy promotion commercials that are to be part of a national television milk promotion advertising campaign starting September, our opinion is that this should significantly benefit the industry through increased milk sales.

If nothing else, it moves the dairy promotion industry out of the amateur ranks and into true competition with the marketing of all other beverages and foods in the United State.

Thanks in large part to the efforts of the farmer-leaders and dairy promotion industry leaders who pushed to get greater cooperation in the spending of dairy promotion dollars, the industry has stepped up onto a plateau that it has long been climbing to reach — a single national message that makes sense to the non-farmer.

From our perspective, the growth of the dairy promotion industry has been healthy.

We trace the development of the dairy promotion industry in sort of the way a new plant variety might be established:

- the original grass roots efforts have some effect (noticing the potential in wild plants);
- the effort to establish a producer-supported generic dairy advertising funding base is approved and reinforced (establishing a climate for growth for a potential new plant);
- the additional startup of local programs and those within certain federal milk marketing orders (allowing as many varieties within the species to grow);
- competition between programs to attract greater support of dairy promotion dollars (the selection process to further establish the direction of the development of the plant);
- and, finally, the widespread distribution of a focused message (marketing the seed of the new variety).

Just as the harvest of a new plant variety depends on the inherent characteristics of the original stock and how well the entire development process has been carried out, the credit for the advent of this singular national message goes to all who have been involved in dairy promotion and its growth.

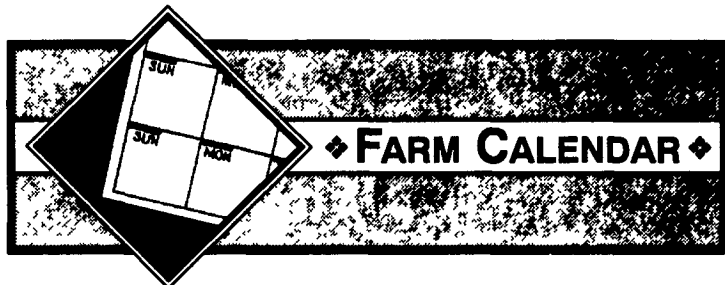
And just as a continued desirability of a plant species depends on continuing all the above processes, dairy promotion efforts can't afford to let up. This may well be a tough act to follow, but it must be followed.

Understandably, it shouldn't be necessary to recreate the intensity of the early development stages in dairy promotion, though intense attention must be paid to every step.

The establishment of the Dairy Management Inc. (DMI) by the the National Dairy Promotion and Research Board and the United Dairy Industry Association to jointly achieve national access to higher quality marketing and promotional programs, and the common sense and willingness of those within the dairy promotion industry to put aside personal differences, has resulted in a greater return on the producer promotion dollars.

Further, the California Milk Processors Association (CMPA) which was the agency that originally purchased, approved and sponsored the commercial series, is to be commended.

(Turn to Page A26)



Saturday, June 24
National Holstein Convention, Pittsburgh, thru June 28.
15th Annual Hickory Ridge Antique Farm Show, Horace Potter Residence, Milford, Del, thru June 25.
Bradford County Farm City Day, Brackman's Leroydale Farm.
Clearfield County dairy princess pageant, Curwensville Civic Center, Curwensville.
SUN Area dairy princess pageant, Susquehanna Valley Mall, Selinsgrove, 7 p.m.
Bedford County Graziers Group Field Day, Troy and Linda Helman Farm, Bedford, 1 p.m.
Annual Octoraro Creek Nature Walk, Octoraro Creek Black

Rock Area, meet at Ken Shoemaker's house, Kirkwood, 9 a.m.
Bradford County Farm-City Day,



Lancaster Farming,
Thank you for the pewter pitcher which you gave me. It is an excellent gift to have. I sure do



Now Is The Time

By John Schwartz

Lancaster County
Agricultural Agent

To Learn About Marketing

Marketing continues to be the key to farm profits. The president of the company I worked for always said "You do not make a profit until the product is sold."

As agriculture matures as an industry, farmers must assume more responsibility for marketing. It is the farmer's responsibility to make sure he has a market and profitable price for his product before he produces it.

It is not the government's, Penn State's, or someone else's responsibility to find markets for farm products. As we continue to consolidate farms, the farmers who remain in business must develop a business mentality. This includes managing people, money, and resources. Also, farmers need to make an investment in reading, attending meetings, and in their continuing education.

Farmers must take a more active part in marketing and investing in research and development for new products. The recent NAFTA and GATT treaties have created a new world marketing game. We need to explore creating new demand for our commodities by creating new products and developing international trade. Thus, the farmer needs to be more active in marketing because he has the most at risk and the most to gain.

To Never Trust A Bull

When working around bulls, you need to be very careful. They are animals you cannot trust regardless of their age. Here are some concepts to keep in mind.

LeRoydale Farms, 10 a.m.-4:30 p.m.
Berks County 4-H Fashion Revue, 4-H Center, 2 p.m.
Warren County dairy princess pageant, Warren County Fairgrounds, Warren.
Sunday, June 25
National Holstein Convention, Pittsburgh, thru June 28.
Monday, June 26
Five-County 4-H Camp, Camp Blue Diamond, Petersburg, thru (Turn to Page A11)

appreciate its country charm. Thank you.

Heather J. Oberholtzer
1995-'96 Lancaster Co.
Dairy Princess

Never underestimate a bull's strength. Expect sudden temper changes. Use a nose ring. Use extreme caution if a bull is near cows or heifers.

Never turn your back on a bull. Always have a planned escape route. Two people should handle mature bulls. Get rid of a bull the first time it acts aggressively. A mean streak rarely goes away.

If you use a bull for cleanup service, try a beef breed, which tend to be more docile. Never tie a bull with just a rope on the bull ring. If he becomes frighten, he may break the ring or tear it out of his nose. Hanging a short chain on the nose ring may help in catching the bull and may make him less likely to charge.

To Handle Animals Properly

A basic understanding of animal behavior may help farmers handle cattle more safely.

Beef and dairy cattle generally are color blind and have poor depth perception, making them extremely sensitive to contrasts. A shadow

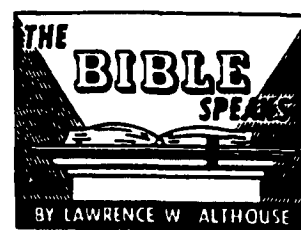
across a walkway may look like a deep hole to the animal. This is why cattle often hesitate when passing through unfamiliar gates, barn doors, or chutes.

Farm animals have difficulty moving from dark places to brightly lighted places and vice versa. Give animals time to adjust from one light situation to another. Rushing them will cause them to balk.

Cattle have good hearing and will try to move away from the direction or source of unfamiliar or unpleasant noise. They are calmest when surrounded by familiar sounds. Animals draw on past experiences when reacting to a situation. So animals that are chased, slapped, kicked, hit, or mistreated will have a sense of fear around humans.

Anyone who owns livestock should use a restraining chute to handle animals at close range to reduce risk of injury.

Feather Prof.'s Footnote:
"Excellence can be yours if you see the invisible, feel the intangible, and strive for the impossible."



WHAT DO YOU DO WITH
GOOD NEWS?
June 25, 1995

WHAT DO YOU DO WITH
GOOD NEWS?
June 25, 1995

Background Scripture:
2 Kings 6:24 to 7:20
Devotional Reading:
1 Thessalonians 5:8-18

This is an interesting, if somewhat puzzling story. When King Benhadad and the entire Syrian army besiege Samaria the northern capital of Israel, a terrible famine falls upon the land. The King of Israel learns that some of his people have been reduced to cannibalism and for some unapparent reason he blames the prophet Elisha for this calamity — "May God do so to me, and more also, if the head of Elisha the son of Shaphat remains on his shoulders today" (6:33) — even though the prophet and the king have been on good terms.

When a messenger from the king arrives to inform Elisha, the prophet also reacts with surprising vehemence: "Do you see how this murderer (the king) has sent to take off my head?" (6:32). But, by the time the king arrives at Elisha's house, the king realizes that the Lord is responsible for the calamities. "This trouble is from the Lord!" He proclaims to Elisha. "Why should I wait for the Lord any longer?"

DOUBTING THE GOOD NEWS

But the prophet counsels patience and prophesies an end to the famine by the next day (7:1,2). One of the king's most trusted captains scoffs: "If the Lord himself should make windows in heaven, could this thing be?" (7:2). One of the problems with good news is the reluctance of people to believe it. We become so conditioned to bad news — TV, newspapers, magazines — that we resist believing good news, including the best news of all, the gospel.

The story shifts abruptly to the gate of Samaria and four lepers. Starving, they decide to throw

themselves on the mercy of the Syrians. But, arriving at the Syrian camp, they find it utterly deserted. The writer of 2 Kings explains that the Lord had tricked the Syrians into thinking they heard sounds of a great army coming out against them.

The four lepers seize the opportunity and begin to loot the deserted camp of food, drink, silver, gold and clothing. But, after they have hidden their loot, they realize that, although they as lepers are shunned by their fellow Israelites, they nevertheless must go back and share with them the good news: "We are not doing right. This day is a day of good news; if we are silent and wait until the morning light, punishment will overtake us; now therefore come, let us go and tell the king's household" (7:9).

SHARING GOOD NEWS

Once again we can see how doubt and cynicism get in the way of faith. Going to the court of the king they share their good news, but the king, suspecting a Syrian trap, refuses to accept this confirmation of Elisha's prophecy. Only when a reconnaissance party returns confirming the good news do the king and his people go out to see for themselves.

You and I care little about the invasion and flight of the Syrian army. What was good news to the people of Israel is to us just a footnote in Biblical history. But, we can apply the principle concerns of this story to our own lives. We have a good news that is infinitely better than the good news the four lepers brought Israel. Like them, because of our conditioning with hourly bad news, it is often difficult for us to believe the good news of Jesus Christ.

And, like the four lepers of old, we must realize that the only thing we can do with good news is to share it. That's what being a Christian is all about — living and sharing the good news of God's redeeming love revealed in Jesus Christ.

Lancaster Farming

Established 1955

Published Every Saturday

Ephrata Review Building
1 E. Main St.
Ephrata, PA 17522

—by—

Lancaster Farming, Inc.

A Steinman Enterprise

Robert G. Campbell General Manager
Everett R. Newwanger Managing Editor

Copyright 1995 by Lancaster Farming