

# Plan To Enter The Next Dairy Of Distinction Program

EPHRATA (Lancaster Co.) — The Northeast Dairy Farm Beautification Program, Inc., is prepared to receive applications for the 1998 awards. This program rewards clean, well-kept farms to help with consumer acceptance of dairy products in the store.

State President Russ Rooks, Allentown, said the program has been well-received, and officers look forward to an excellent program again next year.

The program provides rewards of recognition to producers who maintain attractive production sites. The recognition benefits the entire dairy industry, as well as individual dairy farmers. Not only does the favorable publicity generated by the program in the general press help bring modern farm practices to the attention of urban people, farmers use the distinction to promote their own operation or seek and hire farm labor.

Mike O'Connor, the secretary for the Pennsylvania program said applications may be sent to him at any time after January 1, 1998. Deadline for applications is April 15. Judging is completed in May and is based on the roadside appearance of buildings, grounds, and surroundings. The states are divided into districts, and a local committee oversees the program in each district.

A team of judges designated by

the local committee visits each farm and uses a score sheet to rate each farm. In Pennsylvania, in addition to this team of judges, the sanitarian for the farm's cooperative or dealer-handler is asked to be part of the judging process.

"One of the things I always tell people is that, even though they may not now have the most fancy place, they can work toward principles of the Dairy of Distinction program," O'Connor said. "By doing this, they work toward a goal that encourages consumers to use more dairy products."

Winners receive a colorful, 18x24-inch Dairy of Distinction sign to be placed at the entrance to the farmstead. In addition, as in past years, an 11x14-inch color portrait of the farm will be given by *Lancaster Farming* to each winning farm in the Pennsylvania program.

"As a dairy farmer, you work hard all year long, taking care of your farm," said Helen Fountain, program executive secretary. "In addition to managing your herd, there are lawns to mow, flowers to plant, and overall maintenance to keep farm buildings looking great. You deserve to be recognized for all the hard work, dedication and pride you put into your farmstead."

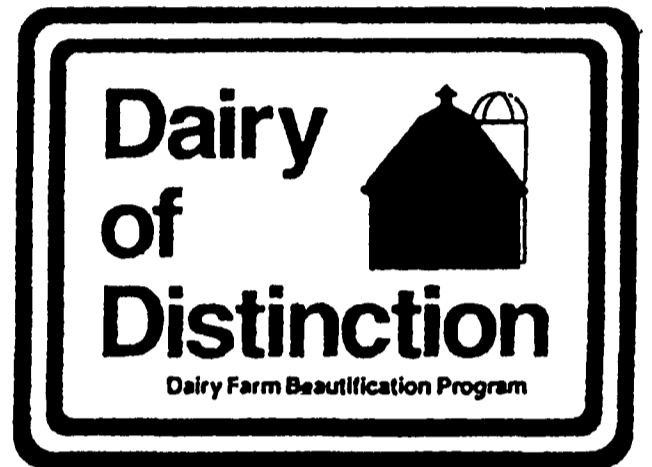
"It's time you and your farm received some recognition for your hard work. The coveted Dairy of



This representative Dairy of Distinction Farm was named in 1997 and is owned by Albert Fritz in southern Butler County. Farms that look attractive help to make a good impression on consumers who buy dairy products.

Distinction award will give you that recognition. In addition, your attractive farm will enhance consumer confidence in the wholesomeness of milk, thereby stimulating milk sales and encourage public support for the dairy industry."

Active dairy farms in New York, New Jersey, and Pennsylvania are eligible to apply for the award. Criteria for the Dairy of



Distinction awards include clean and attractively finished buildings; neat landscaping, ditches, roads, and lands; and well-maintained fences. Cleanliness of animals, barnyard, feed areas, as well as manure management are also taken into consideration.

Applications are available from each state's program secretary or local cooperative extensive offices.

• In New York, contact Carol Weddle, New York, Holstein Assn., 957 Mitchell St., Box 190, Ithaca, N.Y. 14851.

• In New Jersey, contact August Knispel, RD 1, Box 325, Pittstown, N.J. 08867.

• In Pennsylvania, you may contact Mike O'Connor, professor of dairy science, Penn State University, 324 William L. Henning Building, University Park, PA 16802.

## Application For Dairy Of Distinction Farm Beautification Recognition

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Cooperative or Dealer-Handler: \_\_\_\_\_

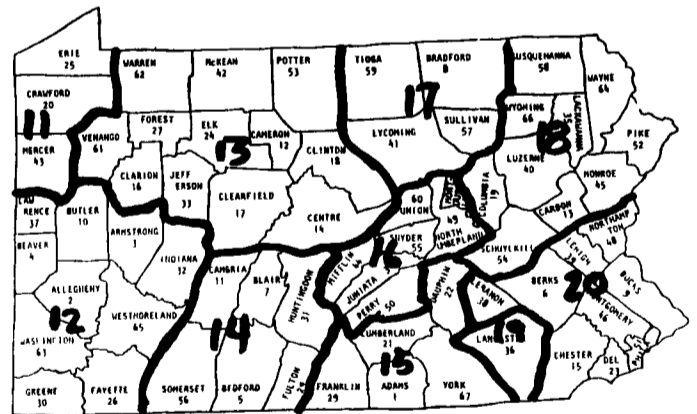
Location (driving directions for judging team): \_\_\_\_\_

County: \_\_\_\_\_

I hereby apply to the Northeast Dairy Farm Beautification committee to have my dairy scored in accordance with the rules of the program for the purpose of obtaining a DAIRY OF DISTINCTION sign to be displayed on my premises. (No producer will be charged with scoring or sign expense).

Signature of Owner or Operator

Return coupon by April 15, 1998 to: *Northeast Dairy Farm Beautification Program*, c/o your state secretary. PENNSYLVANIA, Mike O'Connor, Penn State University, 324 William L. Henning Building, University Park, PA 16802. NEW JERSEY, August Knispel, RD 1, Box 325 Pittstown, NJ 08867; NEW YORK, Carol Weddle, New York Holstein Assn., 957 Mitchell St., Box 190, Ithaca, N.Y. 14851.

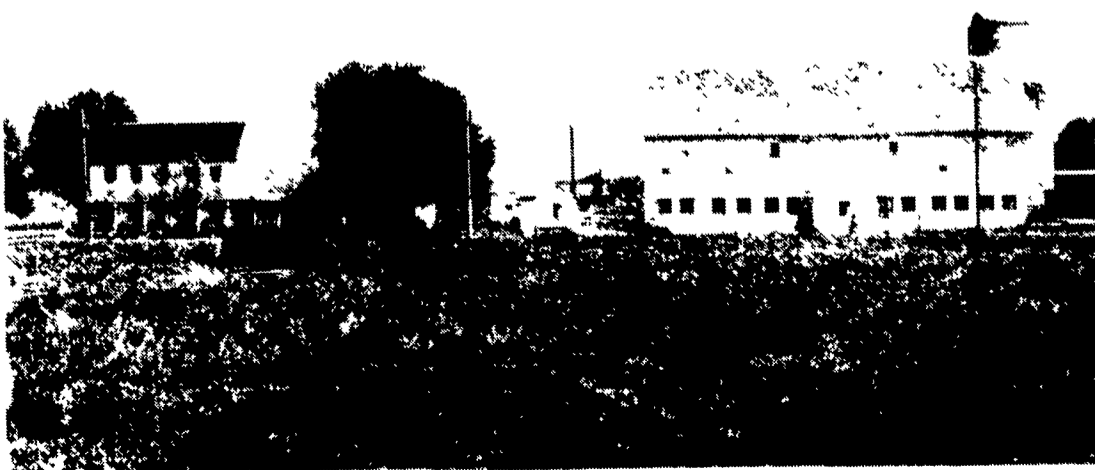


## Pennsylvania Districts

Pennsylvania is divided into 10 districts. Up to 10 Dairy of Distinction awards will be made each year in each district. There is no cost to the applicant.

Pennsylvania area chairpersons are: District 11, George Wilcox; District 12, Brett Brumbaugh; District 13, Susan Alexander; District 14, Dave and Janet Hileman; District 15, Norman Coons; District 16, Robert and Bernice Gabel; District 17, Craig Williams; District 18, Allen Roszel; District 19, James Barnett; and District 20, Russell Rooks.

As a winner you will receive a certificate and a nice sign to install at the end of your farm lane. In addition, *Lancaster Farming* will present a color farm portrait print to each of this year's winners in Pennsylvania. If your farm is a winner, be sure you or your district committee takes a color photograph of your farm and sends the negative and proof to *Lancaster Farming* in time for the awards ceremony.



A 1997 winner is William and Karen Boyd's farm in Berks County. To apply for your farm's designation use the above application.