

On Being a Farm Wife
(and other hazards)

Joyce Bupp



Bad news bombards us every day.

The first five minutes of nearly every local and national television newscast covers a rash of horrendous crimes and embarrassing scandals. Radio, the same. Likewise, too often our newspapers. The stuff once common to only distant places. Now, commonplace right in our own back yards.

Where are our heroes? Our role models?

Within a few-day span last week, several heroes brushed my life. And reminded me of how many heroes - spoken and unspoken - we interact with all the time. Probably often not even realizing it.

One was an obvious one, an Olympic gold medalist who spoke to an industry meeting we attended. A young man who lost his father when he was just a teenager, he went on to win Olympic gold in the summer

games hosted in Atlanta a few years ago.

After a replay of a video for the audience of a tearful medal awards ceremony and our American flag being raised, there were few dry eyes in a roomful of dairy producers. Men and women. Surely, this is a hero and role model for us all, and especially for our young people.

A second role model had addressed the same group less than a day earlier. This teen cattle breeder presented an award-winning speech focusing on "doctoring" cows in order to win in show competition. On how he had eagerly looked forward to participating in a large cattle show with some of the "big," well-known breeders and exhibitors. And on the eye-opening experience of realizing that a few of those exhibitors (and I believe it is only a few) use highly-questionable practices to

make their animal look just right. A blue ribbon, ostensibly, at any price.

He challenged a roomful of adult leaders to pursue steps to correct such cheating.

That is a hero. That is a role model. Often, others among our heroes and role models don't get any public recognition.

Within yet a few days more, we attended another event featuring a quiet hero. A dairy producer and long-time friend. Honored by children upon retirement from milking cows. After having kept her farm and herd together through the deaths of two husbands over several decades and battling with one through to the end of an extended bout with cancer.

No gold medals nor awards ceremony. Not even a speaking opportunity. But, surely a role model for others for her determination, endurance and hard work, day after day.

Not really any different than training to be an award-winning athlete - showing up, day after day, and working hard.

How often do we hear or read about ordinary heroes? The ugly stuff is what too often commands the headlines.

And isn't - sadly - likely to change, given human nature.

Good news bombards us every day. But it's too often overwhelmed by the obnoxious, shock stuff.

Maybe good news just needs a better press agent.

Dairy Farmers Launch Largest-Ever Cheese Promo

PITTSBURGH (Allegheny Co) - Dairy farmer-funded promotion organizations have launched the largest-ever cheese advertising and promotion campaign funded by America's dairy farmers. The new campaign kicks off this month.

"This exciting plan represents a new era for the industry," says Cindy Weimer, spokesperson for the Pennsylvania Dairy Promotion Program, which includes dairy farmers in 33 counties in western and north-central Pennsylvania. "Research studies indicate there is stronger than ever consumer demand for cheese and cheese products. This new promotional campaign is designed to tap that interest to increase cheese consumption from the current 28.6 pounds per person annually to 31 pounds per person by the year 2000," Weimer says.

By developing a coordinated \$181 million marketing partnership between dairy farmer and dairy processor organizations (Milk Processor Education Program) to promote fluid milk,

more dairy farmer dollars are available to promote cheese. In fact, farmer-funded national cheese spending increased by more than 40 percent over 1997 funding levels

Weimer says the cornerstone of the cheese campaign is the new national advertising campaign that touches the hearts and the taste buds of consumers, with the tagline "Behold the power of Cheese.™" marketing efforts are targeted to two key consumer segments with the greatest long-term growth potential, cheese "cravers" and "enhancers," which currently account for 44 percent of all at-home cheese consumption.

The humorous television ads feature people who demonstrate that they will go to nearly any length to get their hands on cheese. In doing so, they show their appreciation for their love of cheese in sometimes unconventional ways to cleverly illustrate "the power of cheese." The new cheese campaign also includes print advertising, retail promotion, public relations and foodservice marketing efforts.

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