



# OPINION

## Where's Your Milk Mustache?

For the 61st consecutive year, America's dairy farmers will be honored nationwide during June Dairy Month. The salute has been an annual event since 1937, when grocer organizations sponsored "National Milk Month." Two years later, the observation became known as Dairy Month, promoting the consumption of all dairy foods.

This year's June Dairy Month theme is "Milk. Where's Your Mustache?" This theme, based on popular series of advertisements featuring celebrity faces, serves to encourage us to show off our own milk mustache.

Milk and milk products are valued not only for their great taste but also for their rich nutrient content. Milk is what nutritionists call a "nutrient-dense" food, containing an abundance of vitamins and minerals per calorie. In fact, dairy foods provide 76 percent of calcium available in American diet, as well as other vitamins and minerals, including protein, magnesium, potassium, riboflavin (vitamin B2), and vitamins A and D.

Calcium is not only crucial in helping build strong bones and teeth but can head off long-term health problems. Calcium is vital to the prevention of the crippling bone disease osteoporosis, and it can also help prevent certain types of cancer. Expectant mothers need calcium to guard against preeclampsia, disease of late pregnancy that is the leading cause of premature births in North America.

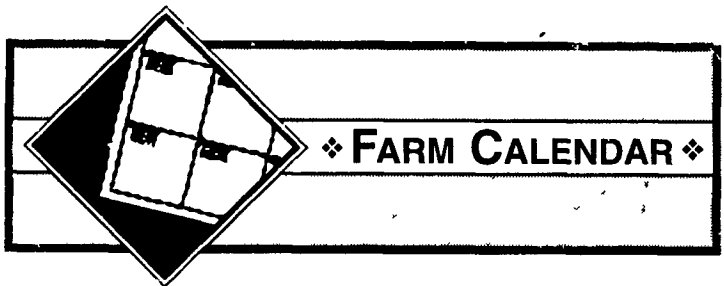
Other minerals found in milk, particularly potassium and magnesium, may help prevent high blood pressure in people at risk to develop it, and lower blood pressure in those who already have elevated levels. In fact, a low-fat diet including plenty of fruits, vegetables, and at least two servings of milk has been proven to reduce high blood pressure in as little as two weeks, faster than many medications.

But milk is not just milk anymore. Plenty of varieties are available to suit the needs and tastes of everyone, including whole, 2 percent reduced-fat, 1 percent or 1/2 percent lowfat, and fat-free. Also available are chocolate, coffee, and strawberry flavored milks, many of which have the same nutrients as white milk; buttermilk, a must for Southerners to crumble their cornbread into; lactose-reduced milk and milk with cultures added, for people who have trouble digesting milk; and lowfat milks with added proteins to create a texture more like higher-fat milks.

New packages are now available, too, including screw top half-gallon cartons; round plastic and glass bottles, perfect for the car's cup holder; and carbonated milk beverages. New cow-spotted and other trendy graphics are also appearing in the dairy case.

When it comes to taste, nothing comes close to the refreshment of an ice-cold glass of milk. What goes better with hot, gooey, homemade chocolate chip cookies, a peanut butter and jelly sandwich, or a slice of homemade chocolate cake?

This June Dairy Month—and all year long—be proud of your milk mustache and enjoy plenty of milk and other dairy products.



**Saturday, June 6**  
 Huntingdon County Dairy Princess Pageant, Huntingdon Area Middle School, Huntingdon.  
 Chester County Dairy Princess Pageant, Cochranville Strawberry Festival, Cochranville Community Center, Cochranville, noon.  
 Antique JD Tractor Show and Pulls, Oley Fairgrounds, 9 a.m.-5 p.m.

**Sunday, June 7**  
 Clinton County Dairy Princess Pageant, Porter Township, Lamar, 2 p.m.  
 Md. Junior Polled Hereford Pr. Show, Howard County Fairgrounds, West Friendship.

**Monday, June 8**  
 Ephrata Area Young Farmers meeting, Therapeutic Riding Program, Greystone Manor, 7 p.m.

**Tuesday, June 9**  
 Centre County Wool Pool, Grange Fairgrounds, Centre Hall, 7 a.m.-11:30 a.m., and 1 p.m.-2 p.m.  
 MDIA meeting, Cove Mountain Farm, Mercersburg, 10:30 a.m.

**Wednesday, June 10**  
**Thursday, June 11**  
 Lancaster County Poultry Association Golf Outing, Foxchase Golf Club.

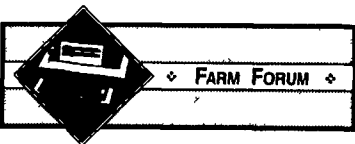
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**Now Is The Time**  
 By John Schwartz  
 Lancaster County Agricultural Agent

**To Salute Dairy Farmers**  
 June is dairy month. The time of year to promote dairy products and remember the people involved in the dairy industry. This is the industry that gives us ice cream sundaes, cheese for our pizza, cottage cheese to eat with apple butter, butter for our vegetables and milk to drink. Besides tasting good, these fine dairy products are very nutritious.

They provide calcium and other nutrients necessary for growth and good health. The dairy industry is changing to meet the changing needs of the consumer



**Editor:**

It is hard to believe that a year has gone by since I was given the honor of being the SUN Area Dairy Princess. I cannot think of a way to express the way my year has made me feel. The fact that I had the opportunity to represent agriculture's number one industry, the dairy industry, means more than anything. Throughout my reign as princess I have traveled well over 1,300 miles, and spoken to hundreds of people about the importance of milk, and dairy products.

I cannot take all of the credit for such a successful year, though. I would not have been able to achieve such goals without the help of my Alternate Dairy Princess Jane Wehr, Dairy Maids Sarah Erdly, Selena Hollenbach, Jennifer McWilliams, Rachel Risser, Amanda Strouse, Lisa Heimbach, Leslie Kenamond, Jessica Risser, Jenna Straub, and Samantha Troxell, and Dairy Misses Christina Brosious, Katie Gessner, Raquel Hauck, Tina Hollenbach, Brittany Fry, Brittany Rice, Amanda Shaffer, Corinda Varner, Amanda Hauck, Dawn Heimbach, Heather Klingler, Janelle Risser, and Laci Shirey. Together we have accomplished 33 school promotions, 12 store/mall promotions and by June 13 we hope to have done 100 promotions or more. To all of the girls, THANK YOU!! To all of the parents that helped us out, thank you, too.

My committee has also been a help in organizing and chaperoning events, they have also been a "taxi" service when I needed one, and I couldn't have asked for a better group of ladies to work with: Linda Fisher, Sue Hoffman, and Shannon Hoffman, along with Shawn Hoffman, Cindy Shaffer, Vicki Heimbach, and Jane Hawn, I really appreciate all you have done for me, and the girls.

To my family, you have helped

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Now is the time to studying these changes and make plans on how you will fit into the new dairy industry.

Exciting times are ahead for those who will adapt to the changes. Enjoy this issue of Lancaster Farming and realize how bright a future is ahead for the dairy industry.

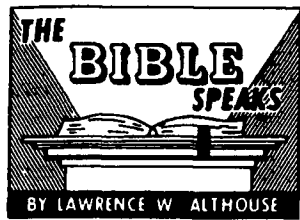
**To Look For Leafhoppers**

Now is the time to begin looking for potato leafhoppers. After you take off the first cutting of alfalfa hay you should begin sampling these fields for this little green insect.

To sample a field, take 10 sweeps with an insect net. Count the number of leafhopper adults and nymphs. Then compare this number to the height of the alfalfa in inches. If the leafhopper count is greater than the height of the alfalfa, either spray or cut the alfalfa early. Do this at several locations in a field.

**To Sign Up For 5 Acre Corn Club**

The Pennsylvania 5 Acre Corn



**THE FINAL WORD**  
 June 7, 1998

**Background Scripture:**

Ecclesiastes 1:1-3; 2:1-4, 10-15; 4:1-3, 12:13-14

**Devotional Reading:**

I Corinthians 13:1-3

There is one word that runs through Ecclesiastes. It is the word "vanity." It begins with "Vanity of vanities says the preacher, vanity of vanities! All is vanity." And six verses short of the end of Ecclesiastes, he says the very same thing, "Vanity of vanities, says the Preacher; all is vanity" (12:8).

It means "empty," "futile," "worthless." Of all he has seen and experienced, he says, "All was vanity and a striving after wind" (2:11). How did a book so cynical get into the Bible? What is the point in reading his anguished and anguishing words, when they are too much like what we hear every day from our own mouths and those of others?

Actually, that is the point: they are enough like our own worst doubts that it is refreshing to see them in print and know that others have asked the same searing questions. None of us are likely to exclaim, "Vanity, all is vanity," but think of some of the ways in which we may say pretty much the same: "What's the use?" "There's no point in it!" "Why try?" "Life's not fair!" "What kind of God would run a world like this?" Or how do you say it?

**HE HAD IT ALL**

The preacher did not begin with cynicism, but with the expectation that things would give him lasting pleasure: "I made great works; I built houses and planted vineyards for myself; I made myself gardens and parks, and planted in them all kinds of fruit trees" (2:4,5). He made himself pools, acquired slaves, herds and flocks, silver and gold, male and female singers, "and many concubines, man's delight."

He had it all: "So I became great and surpassed all who were before me in Jerusalem . . . And whatever my eyes desired I did not keep from them; I kept my heart from no pleasure" (2:9,10).

And yet he had nothing: "Then I

Club is looking for members for the 1998 growing season. The program is designed to bring together farmers, seed dealers and extension agents interested in achieving more profitable corn production in Pennsylvania. Farmers who are interested in the program must enroll before July 1st at their county extension office.

Before corn harvest they must complete a survey of their production practices. At harvest time, an extension agent or an approved supervisor will assist the farmer in performing a yield check and collect the survey information.

All participants in the program will receive a summary of yield and management information from all participants. Top producers will be recognized. For more information, contact your county extension office.

*Feather Prof.'s Footnote: "For our children, the road to happiness and success is usually paved by our example."*

considered all that my hands had done and the toil I had spent in doing it, and behold, all was vanity and a striving after wind, and there was nothing to be gained under the sun" (2:11,12). He had chosen the popular way of self-salvation and it all turned out to be futile and worthless.

The Preacher's experience only confirms what the Bible teaches us: we cannot find our salvation, our purpose in living by indulging ourselves with material things and fleeting pleasures. This man had worked hard all his life, but his work brought him only things and with these the pleasure was brief and fleeting. So, as far as he was concerned, even hard work was no salvation.

**PAINFULLY CONTEMPORARY**

The preacher was also made cynical by the evil he saw in the world. "Again I saw all the oppressions that are practiced under the sun. And behold the tears of the oppressed, and they had no one to comfort them" (4:1). Think how discouraged he would feel if he read our daily newspapers and watched our television news!

Although this book may have been written as long ago as the 3rd century BC, the point of view and society of the writer are painfully contemporary. Our society today is probably even much more materialistic and hedonistic than his. So much of what many of us live, work and die for falls under the Preacher's heading of "Vanity, all is vanity."

But, although the preacher speaks our human "last word" on life, it is not the final word, for that comes from God alone: "The end of the matter, all has been heard. Fear God, and keep his commandment; for this is the whole duty of man. For God will bring every deed into judgment, with every secret thing, whether good or evil" (12:13,14). We cannot save ourselves with work, pleasure or self-indulgence. But God can save us, and does.

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