

Family Living**Focus**

by
**Sandra
Parker Hall**
Clinton County
Cooperative Extension

**It's Time to Get Moving!**

What kind of shape are you in?

Can you do the same things you did as a teenager and not be out of breath?

Some of us can and some of us need rest and oxygen before we can go any further. Our lifestyles vary, but we all need physical activity at every stage of life. According to a report from the Surgeon General moderate physical exercise can lead to a longer, healthier life.

Regular physical activity is an important tool that can help prevent or reduce the risks of some of the leading causes of illness and death in the United States. These include heart disease, diabetes, high blood pressure, and colon cancer. Physical activity has also been shown to reduce feelings of depression and anxiety, help control weight, help build and maintain healthy bones, muscles and joints. Staying physically active helps us stay strong and better able to move without falling.

Unfortunately, most of us don't get enough exercise. Consider these facts:

- Sixty percent of American adults do not exercise on a regular basis.

- Twenty-five percent of adults are not active at all.

- Nearly half of the young people ages 12 to 21 are not vigorously active on a regular basis.

- Inactivity increases with age and is more common among women than among men.

As more of us go to work at sedentary jobs and spend leisure time channel surfing, getting enough physical activity becomes a bigger problem.

Exercise can come in many forms and it doesn't have to be strenuous to improve our health. Individuals of all ages can bene-

fit from a moderate amount of physical activity. You can improve your health whether you exercise in longer sessions of moderately intense activity (such as 30 minutes of brisk walking) or in shorter sessions of more strenuous activity (such as 15 to 20 minutes of jogging). Of course, you can get even greater health benefits if you increase your level of physical activity. Be careful not to overdo it. If you have been inactive for a while, check with your doctor before taking up a new exercise.

If you are planning to start a new activity program, keep the following in mind.

- Always talk to your doctor before beginning any exercise program. If you have a chronic health problem, such as hypertension, heart disease, diabetes, obesity or if you are at risk for any of these diseases, it is especially important that you speak with your doctor before beginning.

- Men over age 40 and women over age 50 should visit their doctor and get checked for heart disease before beginning a program of vigorous activity.

- If you are sedentary and want to begin exercising, start with short sessions of five to ten minutes and gradually build up to longer sessions.

- Remember the best way to stick to an exercise program is by making it fun. Try a variety of activities, and include family and friends in your plans.

Finally, don't be discouraged. Whether we realize it or not we are often exercising when doing jobs or chores around the home. Some examples of moderate exercise follow:

- washing windows or floors for 45 to 60 minutes
- gardening for 30 to 45 minutes

Total Milk Sales Exceed Projection

PITTSBURGH — Since the dairy checkoff began in 1984, America's dairy farmers have sold approximately 200 billion more pounds of total milk than the United States Department of Agriculture (USDA) projected for sales without the checkoff, according to recently released USDA figures.

Cindy Weimer, spokesperson of the Pennsylvania Dairy Promotion Program (PDPP) says dairy consumption has risen in part because dairy farmers agreed to fund a nationwide generic promotion program. But, Weimer cautions, the key to continued success in expanding dairy sales is moving away from addressing consumers "generically." It takes precision marketing that targets specific consumers and coordinates promotion efforts to grow sales today.

Part of that precision comes from a highly integrated, unified effort. "National, state and regional dairy organizations and others in the dairy industry are working together in unprecedented ways on unified research, development and promotion to deliver the right products, packages and messages to consumers," says Weimer.

In addition, extensive research was done to ensure that checkoff dollars are used effectively and efficiently to deliver appropriate promotion messages to the right consumer

audiences, Weimer said. The most extensive consumer study in dairy's history revealed two market segments with the most potential for growth — young milk drinkers and certain cheese customers.

Dairy farmer-funded promotions reaching young milk drinkers and consumers who cook with cheese or simply crave cheese are being coordinated at all levels — national, state and regional. "We know our marketing efforts have much more impact if we are all speaking with one clear voice and reaching our consumers repeatedly with consistent messages," Weimer says.

The dairy checkoff is working hand-in-hand with dairy processor-funded promotions. By meshing the dairy farmer-funded "got milk®" marketing campaign, which targets children, with the Milk Processor Education Program (MilkPEP) "milk mustache" campaign, aimed at teens and adults, all target audiences are reached more effectively, Weimer says.

This coordination puts a record \$181 million into the 1998 campaign alone, with the ultimate goal of increasing fluid milk consumption by 4%, or 2.2 billion pounds by the year 2000.

The increased efficiencies of joining forces on fluid milk allowed an additional \$21 million to be earmarked for the new "Behold the power of Cheese™" campaign. This provided a substantial 40% increase in national farmer-funded cheese marketing efforts. The goal is an increase in annual cheese consumption from the current 28.6 pounds to 31 pounds per person by the year 2000.

In addition to precision marketing efforts, even the research at all six national dairy centers is fine tuned and results are focused on projects that will encourage Americans to con-

sume more dairy and dairy-based products

"Our farmer-funded research plan is designed to meet the needs of consumers and help the food industry in order to build demand," Weimer says. "We're working on projects that will have the greatest marketplace impact, such as developing new milk-based beverages and improving the taste and texture of reduced-fat cheeses."

Research findings also are used in dairy farmer-funded education programs, which promote the importance of dairy as the preferred source of calcium in American diets. Recent results continue to emphasize the role of dairy in preventing osteoporosis and indicate that dairy products may play a role in reducing hypertension.

"Clearly, the checkoff is working to increase demand for dairy products," says Weimer. "But the checkoff program can — and will — work even better. By precision targeting consumers and coordinating the dairy industry's research, development and promotion programs, we hope to increase dairy sales at an even faster rate."

Pennsylvania Dairy Promotion Program contracts with the American Dairy Association & Dairy Council Mid East to work closely with Dairy Management Inc. (DMI), the national check planning and management organization, to implement dairy promotion and research programs nationwide. ADADC MidEast is the local planning and management organization, funded by dairy farmer dollars, responsible for increasing demand for U.S. produced dairy products on behalf of America's dairy farmers.

To learn more about dairy farmer-funded efforts, contact the Pennsylvania Dairy Promotion Program at 814/498-2058; cweimer@drink-milk.com

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