

Cattlemen Encourage Landowners To Put Their Land To Work

USDA Seeks Nominees For National Dairy Board

WASHINGTON, DC—The U.S. Department of Agriculture is asking dairy producer and farm organizations to nominate candidates to serve on the National Dairy Promotion and Research Board. Nominations must be submitted by May 31.

The Secretary of Agriculture will appoint 12 individuals from those nominated to succeed members whose terms expire Oct. 31, 2000. New members will serve 3-year terms beginning Nov. 1, 2000, and ending Oct. 31, 2003.

Appointments will be made from nominations from: Region 2 (California), Region 3 (Arizona, Colorado, Idaho, Montana, Nevada, Utah, and Wyoming), Region 4 (Arkansas, Kansas, New Mexico, Oklahoma, and Texas), Region 5 (Minnesota, North Dakota, and South Dakota), Region 6 (Wisconsin), Region 7 (Illinois, Iowa, Missouri, and Nebraska), Region 9 (Indiana, Michigan, Ohio, and West Virginia), Region 10 (Florida, Georgia, North Carolina, South Carolina, and Virginia), Region 11 (Delaware, Maryland, New Jersey, and Pennsylvania), and Region 12 (New York).

Kathleen A. Merrigan, administrator of USDA's Agricultural Marketing Service, which oversees activities of the

board, said, "AMS encourages all eligible women, minorities, and persons with disabilities to serve and participate in its committee and board activities. It is USDA's policy that membership on industry-governed committees and boards, such as the National Dairy Promotion and Research Board, accurately reflect the diversity of individuals served by the programs."

The National Dairy Promotion and Research Board was established under the Dairy Production Stabilization Act of 1983 to develop and administer a coordinated program of promotion, research, and nutrition education. The 36-member board is authorized to design programs to strengthen the dairy industry's position in domestic and foreign markets.

The national program is financed by a mandatory 15-cent per hundredweight assessment on all milk marketed commercially by dairy producers in the contiguous 48 States.

For nominating forms and procedures, contact USDA, AMS, Dairy Programs, Promotion and Research Branch, Rm. 2958-S, Stop 0223, 1400 Independence Ave., S.W., Washington, D.C. 20250-0233. For more information, telephone (202) 720-6909.

KENNETT SQUARE (Chester Co.) — Cattle and grass — what a good combination from both an environmental and economic standpoint. That will be the point of discussion at a meeting to be conducted by the Southeast Regional Cattlemen's Association and Penn State Cooperative Extension Tuesday, May 16, here at New Bolton Center.

Featured speaker for the event is Conrad Fisher, a retired environmental studies teacher, who is keeping the family farm located in Montgomery County

in production by intensively grazing Polled Hereford cows and calves.

Fisher will speak on the benefits of cattle and grass in relation to the environment and keeping farms in true agricultural production. Following his presentation, a panel of Chester County producers will speak on various segments of beef production in Chester County.

The meeting begins at 7 p.m. with refreshments and ends at 9 p.m., with plenty of time available to interact with those

taking part in the program. Both large and small producers and those just beginning or even just thinking about including beef cattle on their land are invited to attend. There will be something new for all.

New Bolton Center is located on Rt. 926, just two miles west of the intersection of Rt. 82 and Rt. 926, outside of Unionville.

There is no charge to attend this meeting but reservations are requested. Call Penn State Cooperative Extension at (610) 696-3500 to reserve a seat.

ADADC Spreads Milk Messages Through Health Professionals

SYRACUSE, NY — To reach consumers with important calcium messages, American Dairy Association and Dairy Council, Inc. (ADADC) places highly respected health professionals on television programs throughout the marketing area.

This spring, ADADC arranged for Robyn Flipse, RD, author of *The Wedding Dress Diet*, to demonstrate easy to implement tips on how brides can lose weight without cutting calcium, on WABC-TV (New York City) "Sunday Morning" show. Robin suggested brides utilize milk-based fruit smoothies, yogurts, fruit and cheese kabobs, and single-serve flavored milks in their nutritious weight loss plan.

When the National Institutes of Health announced new dietary guidelines for Americans this spring, it was a hot topic for health reporters nationwide. ADADC highlighted dairy's role in the new guidelines by placing Karen Enslie, EdD, RD, and President of the New Jersey Dietetic Association on News 12 NJ—the statewide cable sta-

tion—to explain the revised guidelines and dispel myths about lactose intolerance.

ADADC also arranges for leaders in calcium research to address local groups of physicians, registered dietitians, and other health professionals, so that they in turn can pass the latest calcium information on to their patients and clients, and consumers, via media outlets.

In February, Dr. Bess Dawson-Hughes spoke to medical experts at The New York Metropolitan Bone Club about "Calcium and vitamin D: The First and Last Word on Their Nutritive and Therapeutic Value," and in March, Dr. Dawson-Hughes addressed more than 100 Albany-area health professionals on the topic of Calcium, Bone, and Women's Health. Dr. Dawson-Hughes also did an extensive interview with the local Public Broadcasting Station on the same topic.

ADADC arranged for Dr. Robert Heaney, of Creighton University, to present an update on calcium and women's health at the New York State Dietetic Association's annual meeting,

also touching on the importance of dietary calcium for preventing diseases and conditions ranging from osteoporosis, hypertension, cancer, PMS, and the most recent research in weight management. ADADC took advantage of this renowned researcher being in town book and interview with him on News 12 TV in Westchester, NY.

Developing relationships with key health editors and columnists at some of the largest print outlets in the marketing area, results in tremendous opportunities to convey milk health messages to thousands of consumers.

An example is Pat Baird, MA, RD, cookbook author and health columnist with the *New Jersey Star Ledger*: the state's largest newspaper. Because of the credible, timely information always provided by her, she routinely comes to ADADC for story ideas, and has printed many full-page articles on topics such as calcium's role in blocking lead poisoning, new research indicating lowfat dairy may help cut risk of colon cancer.

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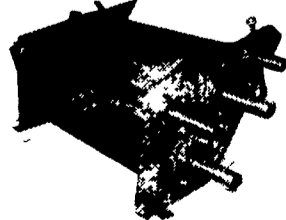
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