

**Ida's
Notebook**
by
Ida Risser



We appreciate all the letters of encouragement that we have received from *Lancaster Farming* readers. Many folks write of similar situations in their families and so they can sympathize with us. It is nice to know that people appreciate reading my article.

We've had a busy weekend as our youngest daughter drove herself and two of her three boys to our home from Maine. It only took her eight and one-half hours. We thought it was a 10 hour trip but I guess she found

some good roads. We got together with her brother and his family for two meals while she was here.

My garden is in a low, wet spot and so it has not been rototilled. I've spread some fertilizer on it and on my flower beds too. Although, it is rather discouraging to think of a garden as we can see three deer almost daily on the other side of the rail fence. Last year they ate two long rows of sugar peas down to the ground.

This morning I watched bluebirds building a nest in one of the bird houses that my husband

built a few years ago. A pair of sparrows had considered using it as their home. The little birds are very beautiful when they spread their wings and fly.

Our apricot trees bloomed two weeks ago and we are hoping that there will not be cold weather to freeze them. That is what happened last year and so I had none to can.

When the children visit, I usually send frozen or canned goods with them as their children like my peaches, applesauce, and black raspberries. Only time will tell if we have more to harvest this year. Last year was a very good one for sour cherries and so we have lots of them to share.

Editor's note: Several readers have expressed interest in sending get-well cards to Ida's husband, Allen. Lancaster Farming would be glad to forward your cards and letters to Ida's attention. Send them to Lou Ann Good, Lancaster Farming, P.O. Box 609, Ephrata, PA 17522 and we will be glad to forward them. Thank you.

Driving Milk Sales Like Never Before

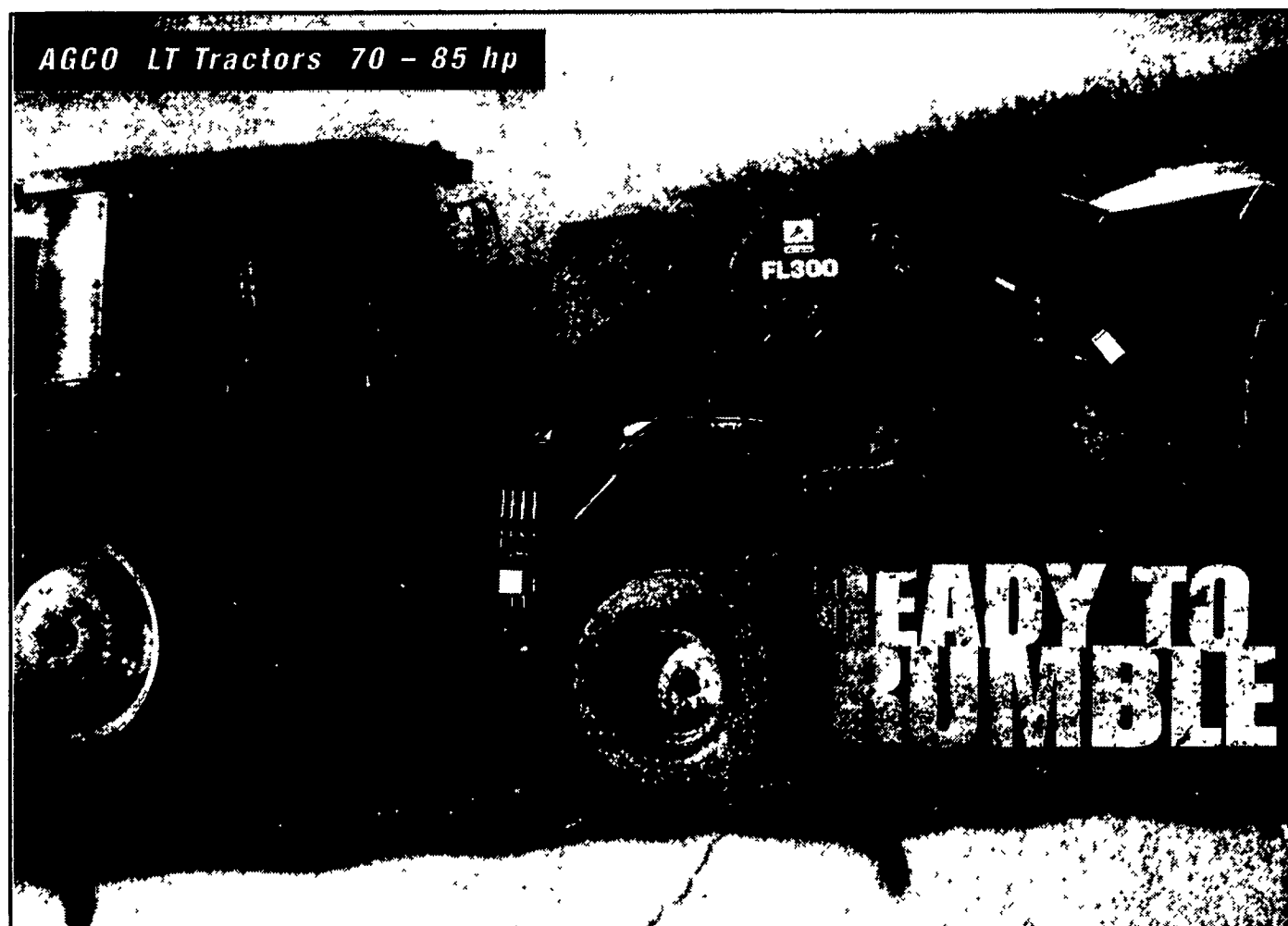
HARRISBURG, Pa. — Dairy farmers, Kellogg's® and NASCAR® make a winning team this spring in a unique, high-impact fluid milk promotion partnership. The American Dairy Association & Dairy Council Mid-East and the Pennsylvania Dairy Promotion Program are implementing the local components of the promotion.

Throughout the 2003 racing season, NASCAR's #5 Terry LaBonte's car will carry the "got milk?" logo and promote milk at every race. During February and March, when consumers buy two gallons of milk, any type, any flavor, and two participating Kellogg's cereals they can receive a collectible NASCAR "got milk?" race car and hauler sent by mail for \$9.99. More than 55 million packages of Kellogg's cereals are featuring the "got milk?" offer.

It is also reaching 40,000 households through a Sunday newspaper coupon insert. Retail-

ers are highlighting the promotion in both the milk and cereal sections of stores with attention-getting point-of-sale materials. Retailers are also encouraged to feature milk in weekly ads, in-store circulars and other electronic and print advertising.

The milk/NASCAR/Kellogg's partnership is a perfect fit for the entire family. Just like milk, NASCAR appeals to both men and women. NASCAR is the most popular spectator sport in the U.S. and an ideal channel to drive consumption of Kellogg's products and milk. Researchers estimate that 15 to 18 percent of fluid milk consumption is used on breakfast cereal, making cereal's contribution to milk consumption very significant. Kellogg's is the largest ready-to-eat cereal producer in the world with five of the top 10 cereal brands, which makes it a perfect match-up for the dairy industry to help increase overall demand for dairy products.



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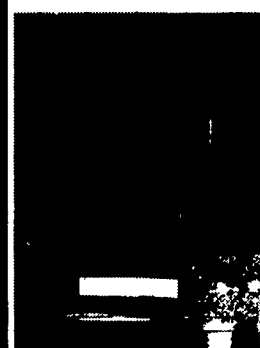


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