

Dairy Princess says

Public relations sells milk

Holly Hurren of Campbellville, Halton's 1977 Dairy Princess, recently won a \$50 prize in the 4-H silver dollar essay competition held at Erin Fair. Her essay, "Public Relations Sells Milk", is reprinted here:

The primary producer can influence the urban consumer:

Wear a moustache! Snacking on milk... cold milk... the beautiful food... milk spotters... T-shirts... cars... the list could go on and on, and on. In many different ways, and through all types of media, the Ontario Milk Marketing Board has tried to make the Canadian public aware of milk and other dairy products. Millions of dollars have been spent, and most of the campaigns have been decidedly successful, but I feel that one element has been missing from each of these promotional set-ups—the producer.

Where does milk come from? How is it made? What is a cow? Why is some milk brown? These questions may seem outrageously funny to the rural farm child, but to the average urban child, they

are serious questions requiring serious answers.

I feel qualified to say this, because as the Halton Dairy Princess, they have been asked of me countless times as I visited urban schools and shopping malls in my area. Urban families, especially those in a predominantly

urban area, such as southern Ontario, are ignorant of the facts and of the answers to these questions. And we, as a rural community, can't blame it on them. I feel that it is our job, in fact, our duty to inform and educate urbanites about milk and its production. This could be accomplished

in many ways. Brightly colored ads in magazines, radio jingles and television commercials are not the only way to inform the urban public of our product.

It is common among primary grades, and even among high schools to have various professionals come in and give a talk about their career. They often have slide shows, a film or pictures, and they always seem ready and eager to answer any questions. Throughout my education, I have yet to hear of a dairy farmer who was asked to speak to a class about his vitally important profession. Why don't dairymen—the producers—offer their services to the schools in this way? By educating children, we are educating future families.

Mall displays and exhibits at agricultural fairs always draw big crowds. At Madison, a group of farmers pooled their milk and produced ice cream to be sold at cost at the World Dairy Expo. One nickel bought a four scoop cone. The urban public was amazed! Maybe the dairyman isn't making all the money after all!

Encouraging the public to visit dairy farms close to the city can be a learning experience never forgotten. The birth of a calf, milking a cow... these are experiences never to be repeated in the lives of urban kids.

Most of all, get the farmers, the actual producers, in those advertisements. Picture him at work, in his clean barn, doing routine procedures. Let the public know that milk is not manufactured at the store, that brown milk is flavored, that cows require much care and attention to

produce. Show them a farmer with his herd, his pride and his business... show them a producer who is vital to their needs! Make them aware of the farmer and his worth!

HOLLY HURREN



GRAND CHAMPION FEMALE in Canadian National Exhibition Shorthorn competitions was owned by Reford W. Gardhouse of Milton. He also won the premier breeder and exhibitor banners. From left in the photo are Ian McCrae, owner Reford Gardhouse, judge Keith Hall, Mrs. Gardhouse, Ontario Shorthorn Lassie Nancy McKinnon of Milton, and Doug Gardhouse.

Milton youth attends Co-Op youth camp '77

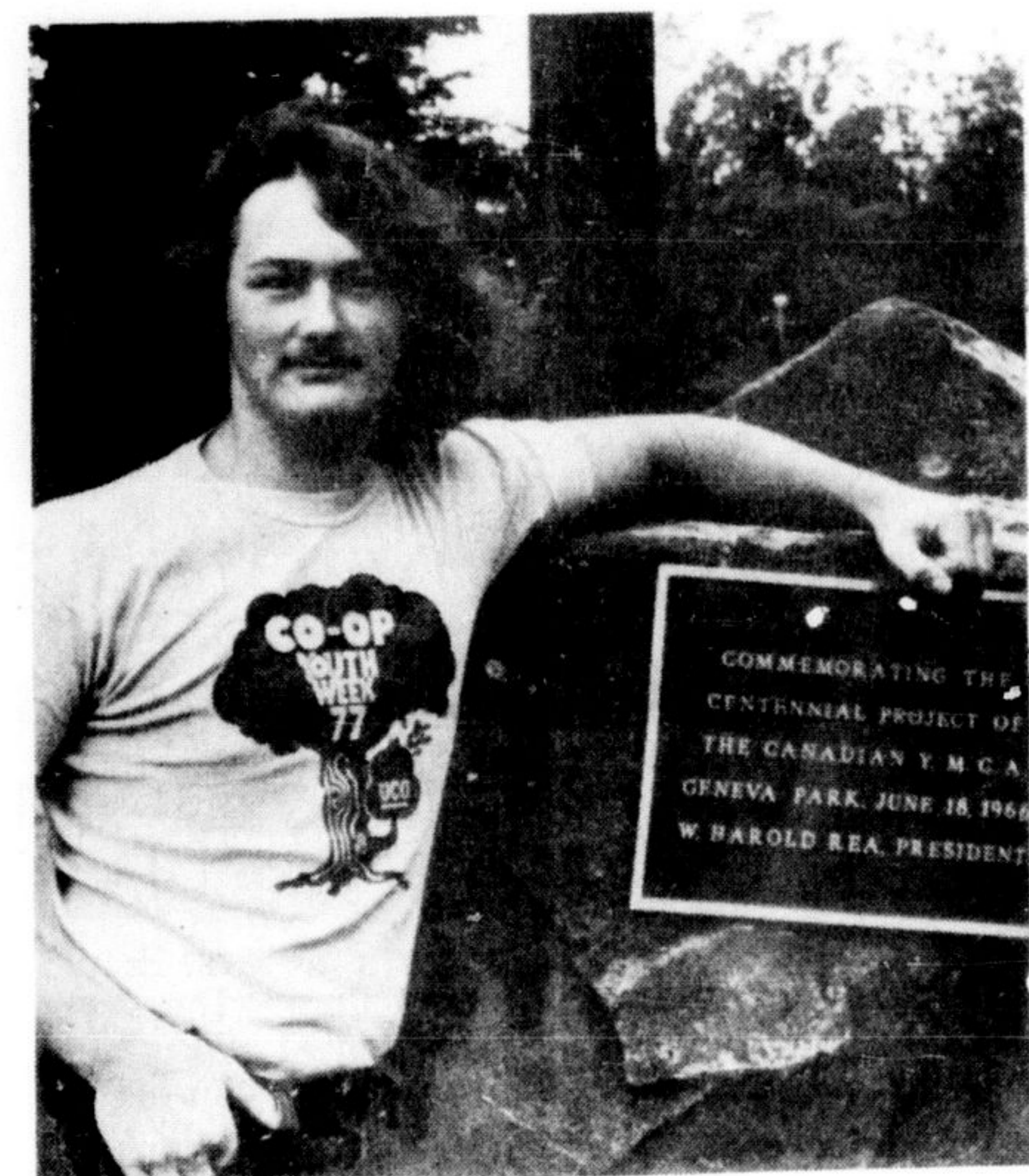
Dave Brown of Milton recently was selected by United Co-Operatives of Ontario to participate in the 11th annual Co-Op Youth Camp at Geneva Park on Lake Couchiching, near Orillia.

He joined 24 other young people for an intensive one-week personal development, leadership and communications course. Poor weather put a damper on water sports and other outdoor activities and delegates spent most of their week around the fire-

place, meeting new friends from farming areas in other areas of the province and exchanging ideas.

Topics stressed included how groups function, problem solving through groups, making decisions, developing a better self awareness and understanding how others relate to you.

Participants were selected by UCO branch councils and member Co-Op boards and managers.



YOUTH WEEK CAMP participant at Geneva Park was Dave Brown of Milton. The course taught leadership and communications to selected farm youth from across Ontario.

Ont. Rutabaga Council has annual meet here

Jim Neil of Quality Produce in Exeter was re-elected as vice-president of the Ontario Rutabaga Council, at the eighth annual meeting held recently at the Ministry of Agriculture and Food, Milton.

E. L. Ted Chudleigh of Toronto was re-elected president and R. E. Goodin, Oakville, continues as secretary-treasurer. New directors to the Council are Bob Stovel, Mitchell, replacing W. J. Rider, Ariss, and Frank Bickle, Woodstock, replacing Roy Facey, Bright.

Mr. Chudleigh was elected as representative to O.F.V.G.A. and Frank Vanneste, Clandeboye, as representative to the Provincial Research Com-

mittee. James Rennie, West Hill, will continue as auditor.

The Council was organized with a constitution and charter granted in 1969. Net value to growers for the 1976-77 export shipping season was \$4,121,774, to establish a record. In addition, there was a substantial increase in domestic scales.

Junior CNE wins

Two area girls are among the winners in the Junior Holstein Show held at the CNE. A total of 115 head were judged and winners received a silver tray.

Donna Stewart of Hornby placed first in the junior yearling class, with Erwindale Chieftain Beth winning out over eight entries.

Ellen Hurren, Campbellville, was second of 15 entries in the intermediate heifer calf class with Renvale Milkmaid Delilah, and second of six entries in the two-year-old class, showing Renvale Unique Daffodil.

Bertram Stewart of Hornby judged the inter-breed best udder contest.

Record for milk

A Mature Holstein, Alp View Herdmaster Evelyn has been credited with an outstanding milk record in the latest Holstein-Friesian Journal. Burnview Farms, Milton, is owned and operated by Brock and Murray Harris.

In 305 days on the Record of Performance test, Evelyn produced 12,745 kilograms of milk, 453 kilograms of fat with a 3.55 per cent test. This is the equivalent Breed Class Average of 228 for milk and 222 for fat. This milk and fat is the equivalent of approximately 28,065 lbs. of milk and 1,000 lbs. of butterfat.

In the 365 day division, Evelyn went on to produce 14,606 kilograms of milk and 523 kilograms of fat, the equivalent of approximately 32,160 lbs. of milk and 1,150 of fat. This is certainly an outstanding record for a six year old Holstein.

HAMILTON SPECTATOR

Home Delivery Now Available Dorset Park

PLEASE CALL RANDY 878-4304

WAREHOUSE SALE



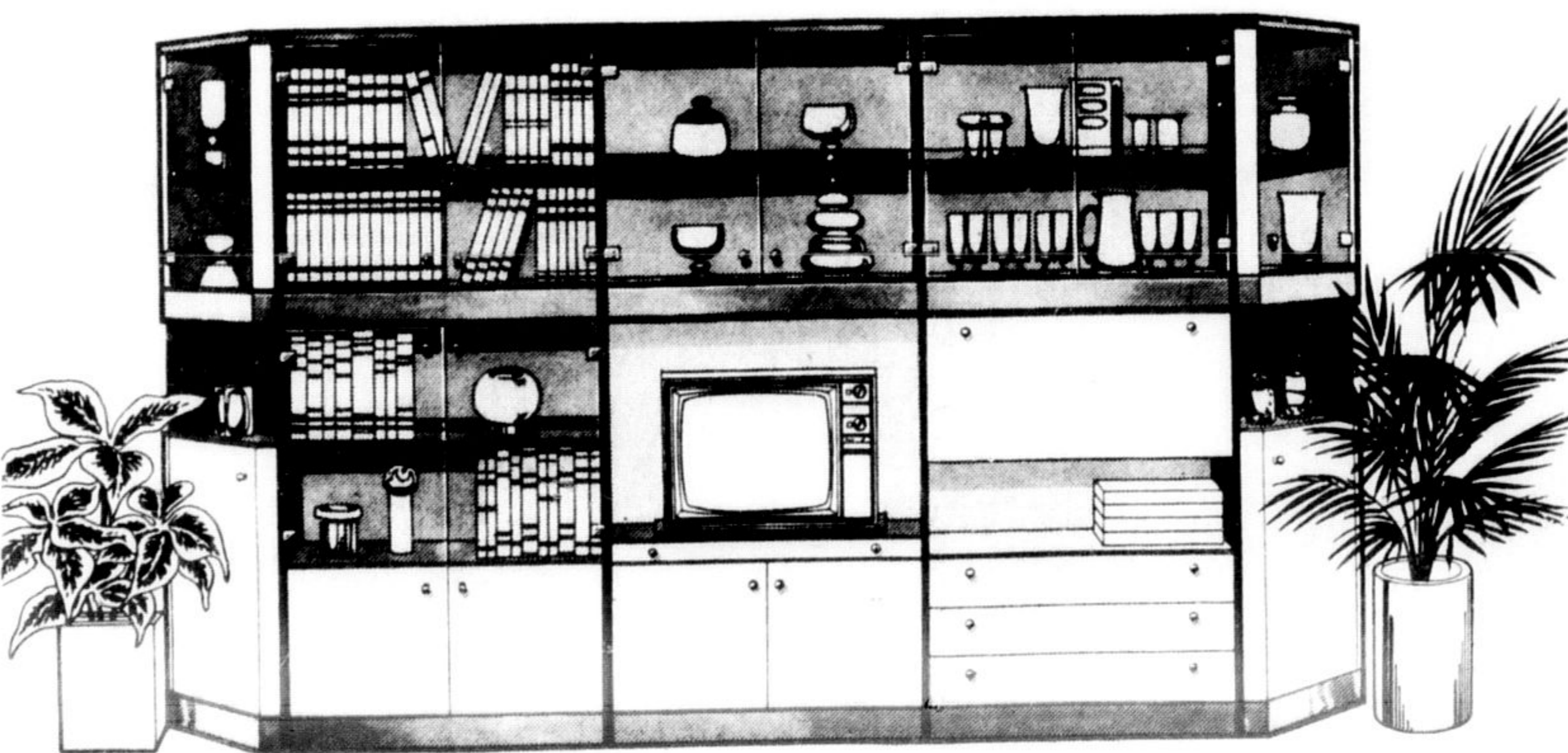
Imagine this Modern 4-pce. Suite in Your Home at Savings!

Accept compliments galore on this super-comfortable grouping featuring long-wearing olefin cover beige and brown stripes with matching solid tones. 5 1/2-inch thick foam seat cushions. Foam padded backs and rolled arms. Ball casters for easy movement and hardwood frames. Includes sofa, chair, ottoman and lounge chair.

523³⁰



ON-THE-SPOT PICK-UP DELIVERY EXTRA WITHIN 48 HOURS

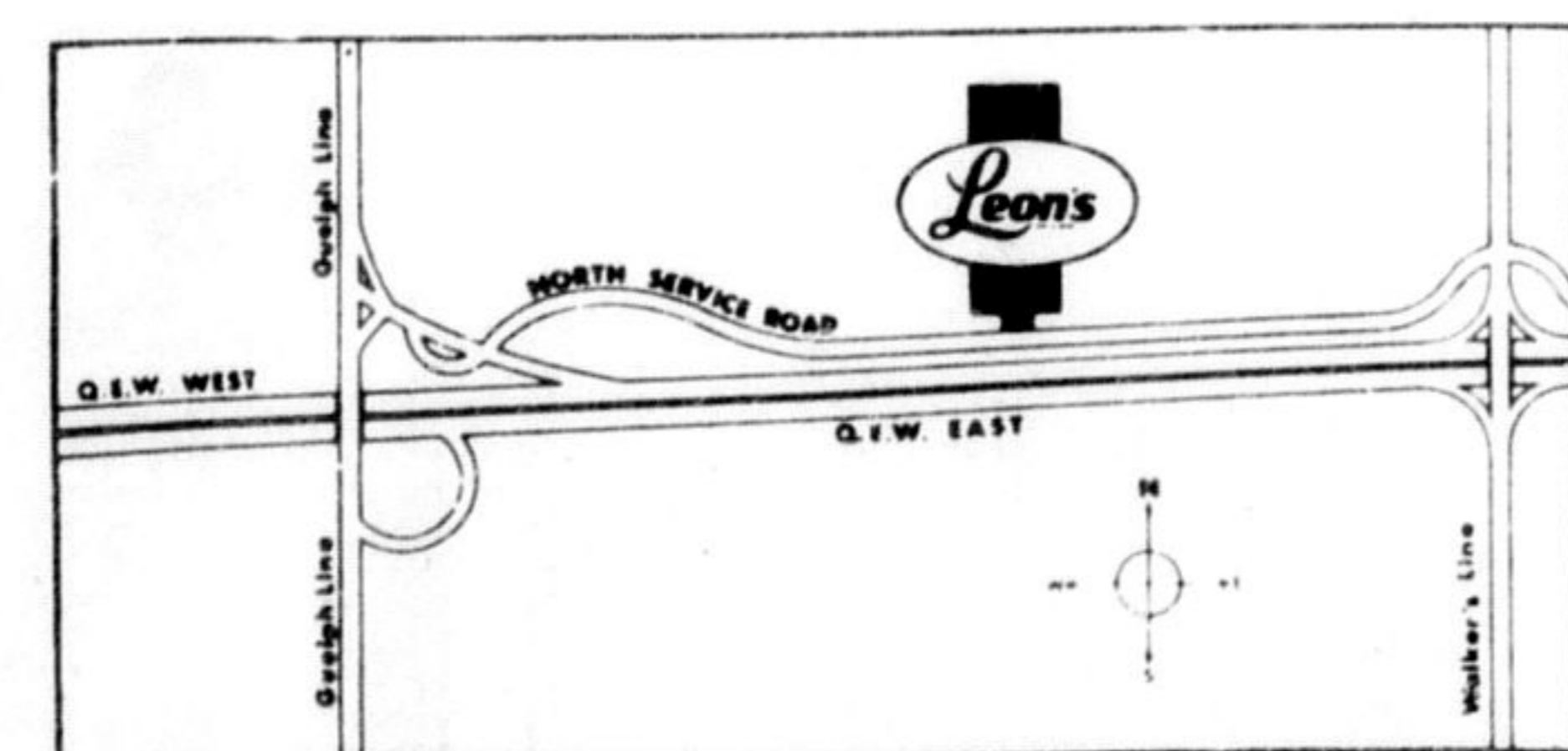


Get It Together with these ultramodern lighted wall units.

Modern wall furniture adds to your room lighting and shows off your favourite ornaments. Fronts are a stunning white finish with brushed satin brass-tone trim. Smoked glass doors have no-slam hinges. All units have built-in lighting and are fully assembled. Large unit measures 36" x 15" x 80" high. TV unit has swivel shelf.

Corner Unit \$237⁵²
Drop front bar unit \$317⁸¹

Display Cabinet \$304⁶²
TV unit with two adjustable shelves \$307²⁶



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