



Texas Association of Dairymen

For Immediate Release

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Contact: Kirsten Voinis, (512) 922-7141 or kvoinis@kvoinis.com

CHEERS TO TEXANS DURING NATIONAL DAIRY MONTH

By John Cowan

National Dairy Month is celebrated every June to recognize the hardworking men and women who feed America with delicious, wholesome milk, cheese, ice cream and other dairy products. In Texas, there certainly is much to celebrate – in addition to the products produced on Texas farms, the dairy industry is a significant economic contributor, creating direct and indirect jobs and depositing plenty of tax revenue into local coffers.

But this year, I'd like to turn the tables. On behalf of the dairy industry, the Texas Association of Dairymen would like to pay tribute to YOU – Texans who every day support the dairy industry.

Dairymen say “thank you” for the support you give us both professionally and personally. Not only do you help when you buy a gallon of milk at the grocery store or order cheese on your hamburger at the drive thru. You also support us in other ways, by teaching our children at local schools, servicing our farm trucks, approving a bank loan, or doing the countless number of things that assist our families and our livelihood.

It's all appreciated; life on the farm isn't easy or glamorous. It's hard work, day in and day out, every day of the year. Our cows don't take vacations from giving milk. And they have to be fed and cared for every day.

Every year there are even more challenges to the family farm. New technology might make the job easier, but it can be expensive. Also contributing to growing business costs are elevated gasoline prices and higher feed costs as grain is diverted for the development of ethanol. There also are more environmental regulations to learn about and follow every year.

But as anyone who is or knows a dairyman recognizes, no one gets into the farming business expecting to get rich. Their eyes are open wide from the start, usually because they've grown up in a dairy family. Instead, they dairy because they love what they do. Texans are fortunate that our farm families wouldn't choose any other life.

Although we're taking the opportunity of National Dairy Month to say “thank you” through this column for all you do to support us, once the month ends we'll continue to say “thank you” on a daily basis by producing safe, wholesome food for you and your family to enjoy.

In appreciation, the Texas Association of Dairymen and its dairy members raise a glass of cold milk and hoist an ice cream cone. Cheers to you, and may our industry continue to thrive and serve you.

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John Cowan is the executive director of the Texas Association of Dairymen, Inc. (www.milk4texas.org).

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A DIGITAL PHOTO OF THE AUTHOR IS AVAILABLE UPON REQUEST

Contact information (for verification only):

John Cowan

3500 William D. Tate Ave., Suite 100

Grapevine, TX 76051

(817) 410-4576

jcowan@dfamilk.com

or

Kirsten Voinis

K. Voinis Communications

P.O. Box 12722

Austin, TX 78711

(512) 922-7141

kvoinis@kvoinis.com