



Texas Association of Dairymen

For Immediate Release

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DAIRYMEN SAY “THANK YOU” TO TEXANS DURING NATIONAL DAIRY MONTH

By John Cowan

Times are tough in the dairy industry, just as they are for many Americans in this economic downturn. Dairy producers in Texas are working harder than ever to make a living; not only are there the usual farming challenges, but they are battling a severe drought, rising costs for fuel and feed, and declining wholesale milk prices.

Yet the more than 630 dairymen and women and their families in Texas are pausing in June to celebrate National Dairy Month by giving thanks.

More than ever during these difficult times, it’s the backing and assistance of their friends, neighbors and communities – in other words, you – that keeps them going.

So, on behalf of the state’s dairy industry, the Texas Association of Dairymen says “thank you for your support!”

We appreciate every glass of milk you drink, every ice cream cone you lick and every time you order your burger topped with a slice of cheese. Buying and consuming dairy products drives the economic engine that keeps wholesome dairy products on the grocery store shelves. In turn, we can financially sponsor the local Little League or other community activities, contribute to the local tax base and provide jobs.

But your support, and our thanks, goes much deeper than dollars and cents.

We appreciate the handshake at the local diner, the pat on the back at church and the encouraging words at the grocery store. At a time when some urban areas want to bury the dairy industry with unnecessary and punitive regulations or put us out of business altogether, our local communities couldn’t be more welcoming and accommodating.

We could not do our jobs on the farm without your help. We depend on our fellow community members to service our trucks, approve bank loans and keep the roads repaired. Our families, especially our children, are our foundation and are most precious to us. The saying “it takes a village to raise a child” certainly applies in a farming community. We depend on you to teach our children, keep them healthy and protect them from harm.

We should be saying “thank you” throughout the year, not just during National Dairy Month.

But life on the farm isn’t easy or glamorous. With apologies, it’s easy to forget to say the words in the hustle and bustle of the day-to-day operations of the farm and the day-to-day challenges of family life.

But please know that dairy farmers do appreciate you. The best way we can show our thanks to Texans is to do what dairymen love to do and do best – produce safe, delicious, wholesome food for you and your family, not just during National Dairy Month, but every month.

So enjoy!

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

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DIGITAL PHOTO OF THE AUTHOR ATTACHED

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