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A Monthly E-Newsletter from TURNER DAIRY FARMS

the mooos

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TABLE MAGAZINE Article

Nicholas Yon, *Marketing Director*

The Spring 2009 Issue of TABLE MAGAZINE is on stores shelves now and features an in depth article on Turner Dairy Farms. The cover features a picture of a cow from Mary and Sam Stoner's farm in Latrobe (picture to the right).

We feel honored that such a well respected food, culture, and lifestyle magazine such as Table decided to write an article about Turner's. The article does a fine job at presenting what makes Turner's and our local farmers different, what sets us apart in an industry unfortunately marred by the term "commodity."



As the article eloquently starts, *"It would be wrong to call the people at Turner Dairy 'milk snobs.' Milk fanatics, maybe; milk lovers, definitely. They're not disdainful or exclusive, as snobs are prone to be. Instead, they want everyone to share their appreciation of really fine milk, starting with the concept—new to some of us—that one brand of milk actually does taste different from another."*

We hope that everyone is able to not only read the article but also come away with a better understanding of what it means for Turner's to set a higher standard.

You can find the **Spring 2009 Issue of Table Magazine** on newsstands now. See www.tablemagazine.com for locations.

Treating cows well makes for happy herd, more milk production

TRIBUNE-REVIEW, 03/23/2009 (Paraphrased)

This is no bull: Treat a cow kindly and she will return the favor by producing more milk.

It's udderly true. Dairy farmers have known it for years.

"It's a very well-known fact: The better we treat animals, the better they respond," said Gary Sheppard, the Westmoreland County director for the Penn State Cooperative Extension. "Cow comfort," that's a term we use as commonly as 'interest rate' at a bank."

"We talk about it because it's our livelihood. If you don't treat the cows well, you're out of business," said Wayne Frye, a Salem Township dairy farmer with about 250 milking cows. [The Frye family have been a producer for Turner's for many decades]

Cows are creatures of habit and like regular routines, he said.

Another key to increasing milk production is keeping noise to a minimum, farmers said.

"They don't like people yelling," Frye said. "And if a new person comes into the barn and talks, they'll look around."

Annual Producer Luncheon Held

On Tuesday, March 3rd, Turner's held its annual Producer Luncheon at the Rustic Lodge in Indiana, PA for what was believed to be the 28th straight year. Prior to those 28 years, an annual dinner was held for a decade or so. Along with our summer picnic, the luncheon is a biannual gathering with our local producer families. The luncheon is an exclusive gathering of Turner's producers, the Turner family, and several employees of the dairy (the picnic is a large scale gathering where all employees and producers are invited).

The weather was cold but sunny and the turnout was great. All who attended were able to share a meal, great conversation, and see an educational presentation about animal welfare and health from Dr. Earnest Hovingh of Penn State University.

With uncertainty in the dairy industry this was a good opportunity to discuss challenges at the farm and processing levels and break bread with the families who work 365 days a year to supply us with the **best milk in the world**.

Two producers celebrate 50 YEARS with Turner's

Nicholas Yon, *Marketing Director*

Fifty consecutive years of anything is quite a feat. Fifty years of marriage is good for gold; a fifty year old car is considered a classic. That's why it is with great pride and pleasure that we salute two of our local family farm partners, the **Carr and Pollock families**, on their 50 years of dedicated partnership with Turner's.

Charles Carr, Sr. founded *Lone Oak Farms* in New Alexandria, Westmoreland County, in 1959. Charles starting shipping milk to Turner's the following year, 1960. Currently three generations of the Carr family work on Lone Oak Farms with Charles, Sr. and Charles, Jr. and his two sons tending to their land and herd. The Carrs have a current herd count of 180 beautiful Holsteins and farm 720 acres of corn, soybean, and alfalfa.

The Pollock family has been farming their land in Marion Center, Indiana County, since **1805!** David Pollock mentioned that this time period spans 6 generations! Currently David, his father Wallace, and David's wife Carolyn tend to their herd of 65 as well as their 140 tillable acres where they mainly grow corn and alfalfa. The Pollocks began shipping to Turner's in February of 1958 in 10 gallon silver milking cans. Wallace mentioned that in November of 1958 under the guidance of Turner's they put in a refrigerated bulk tank to hold the milk for pickup. In September of this year David and Carolyn's son Karl and his wife Angela will be returning to the farm. They are currently working with youth basketball camps in Africa.

To say "congratulations" to these folks for their hard work and dedication to their craft would not be enough to show our appreciation for all they do. It is this hard work and devotion that has allowed them to sustain their rich farming history and hopefully keep it going for many years *and* generations to come.

Customer Profile:

COMMUNITY SUPERMARKET

In the world of big box, corporate supermarket chains, one Pittsburgh institution remains family owned and operated into its third generation. **Community Supermarket**, with four locations in the eastern suburbs of Pittsburgh, has been owned by the Rosenberg family for over 80 years!

Louis Rosenberg opened his first grocery and general merchandise store in 1927 in Penn Hills, not far from where their Penn Hills store sits today. Louis and Charles Turner (founder of Turner Dairy Farms) were close friends and several generations of the families remain close today. It's a relationship that enables two local, family owned companies to have an integral partnership.

The key to Community's survival is a vigilant focus on friendly customer service. It is not out of the ordinary to find members of the Rosenberg family on the floor helping customers and employees at one of the stores. It is also commonplace to be greeted by employees who have worked for Community for decades.

Community Supermarket carries an array of all Turner's products and remains a strong part of the community.

Community Supermarket

For locations, hours and additional information:
www.communitysupermarket.com

Buy Fresh Buy Local

Turner's is proud to once again extend our partnership with **Buy Fresh Buy Local (BFBL) for 2009.**

The BFBL program in Pennsylvania is run by and works in conjunction with the Pennsylvania Association for Sustainable Agriculture (PASA) (another organization that Turner's is proud to be a partner of).

The Western PA Chapter of BFBL performs outreach and education programs throughout the year as well as special programs designed to promote local agriculture and food. One of the most successful events they promote is LOCAL FOOD WEEK which takes place in early fall and includes dozens of events throughout Pittsburgh in celebration of local food. The event culminates with the Harvest Celebration Dinner, which benefits PASA.

More information: buylocalpa.org

EVENTS:

Turner's will be participating in the following events:

- * April 3 & 4, Pittsburgh, PA
Farm to Table Conference: Keep it Real, Keep it Local
- * April 5 & 6, Pittsburgh, PA
PA Restaurant Show
- * May 24, Springdale, PA
2009 Rachel Carson Sustainable Feast

CONTACT

To subscribe (or unsubscribe) to **the moos**, Turner Dairy Farms' monthly E-newsletter, please EMAIL:
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