

Program Description

Massachusetts benefits greatly from its beautiful dairy farms. Not only do they provide wholesome fresh dairy products to consumers; but they add, in no small measure, to the rural scenery of the state. And as such, contribute to the thriving tourist industry.

Provide fresh products, add to the scenic beauty of our

The Massachusetts Dairy Farm of Distinction program is designed to give recognition to those dairymen whose farmsteads add to the scenic beauty of our state. By presenting a neat appearance



Massachusetts Farm Bureau Federation

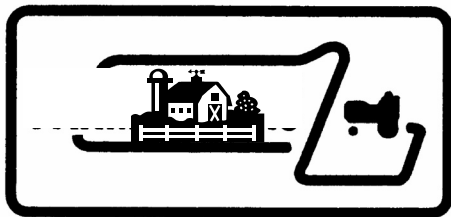
466 Chestnut Street
Ashland, MA 01721
Phone: (508) 881-4766
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**Massachusetts Farm
Bureau Federation**

Dairy Farm of Distinction



Tel: (508) 881-4766



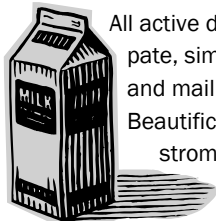
Massachusetts benefits greatly from its beautiful dairy farms. They provide nearby supply of wholesome fresh dairy products to its consumers and add, in great measure, to the rural scenery of the state, as well as furnishing a taxpaying source of open spaces. Because they add to the pastoral scene with their neat farmstead, well-kept fields and grazing cows, they contribute in no small measure to the thriving tourism industry.

More and more of Massachusetts non-farm residents are coming to realize what a valuable asset the dairy farms are to their communities, and join in efforts to keep the dairy farms they have.

It therefore behooves the dairy farmers of Massachusetts to enhance their image to help increase milk sales and to increase the support of their non-farm neighbors. Life and the business of farming can be less difficult for the dairyman who are deemed to be desirable assets to their communities and state.

The Massachusetts Dairy Farm of Distinction program is designed to help achieve these goals by awarding an attractive, colorful sign to those farms which are judged to present an excellent roadside appearance. The philosophy of the program is to award recognition to those dairymen whose farmsteads look most attractive to our consumers and by example, convince others to upgrade their premises. Milk quality and the means and methods of producing it are currently highly regulated. The looks of quality and purity cannot be regulated, and so the Dairy Farm of Distinction program offers encouragement for improvement.

Since there is a great need in our state with many consumers and fewer dairymen, the Massachusetts Farm Bureau Dairy Advisory Committee is the catalyst and organizational force in this project. The Farm Bureau represents virtually all dairymen in the state, regardless of their milk purchaser or any other affiliation. Significant help is provided by the Cooperative Extension Service, the Massachusetts Department of Agricultural Resources, Milk Promotion Services (MPAI) and some of the state's milk handlers.



All active dairy farms in the state may participate, simply by filling in an application form and mailing it to the Massachusetts Farm Beautification Program, c/o Cheryl Lekstrom, Massachusetts Farm Bureau, 466 Chestnut Street, Ashland, MA 01721-2299 by June 25,

2009. Farms will be scored during July, August and September, and awards will be presented at the Annual Meeting of the Mass Farm Bureau.

Each applicant farm will be scored on its appearance from the roadside upon the following criteria, with the perfect score being 100 points.

- Building 25 points
- Grounds/Surrounds 25 points
- Farm Operations 50 points

All applicant farms will be scored every year unless the dairyman withdraws the application. The award sign will be the possession of the recipient for only one-year at a time. All recipients must agree to display the sign attractively, in a manner visible from the road.

This is an exciting opportunity to help promote the good image of milk, and the people who produce it, and a method for further enhancing our extensive milk advertising programs. An opportunity to be a leader in the industry and to be recognized for your contribution of excellence are the rewards of the Dairy Farm of Distinction program.

Massachusetts Farm Bureau Federation Dairy Farm of Distinction — Application —

I hereby apply to the Massachusetts Dairy Beautification Committee to have my dairy scored in accordance to the rules of the program for the purpose of obtaining a DAIRY FARM OF DISTINCTION sign to be displayed on my premises. (No producer will be charged for scoring or sign expenses.)

NAME: _____

FARM NAME: _____

MAILING ADDRESS: _____

PHONE: _____

(Signature of Owner or Operator)

LOCATION: (Driving Directions):

Please return this application by June 25, 2009 to:

Massachusetts Dairy Farm of Distinction
c/o Massachusetts Farm Bureau Federation
466 Chestnut Street
Ashland, MA 01721

