

*A Better Future*

*PMMB Chairman, Robert N. Barley*

Let's not just go Back to the Future, but find a Better Future

I have been very impressed with the people I have met so far as Chairman of the Pennsylvania Milk Marketing Board. Everyone has been kind and respectful even though there is a great sense of frustration. They have shown true concern for the dairy industry and its future

Last issue I highlighted the "Good News" that we are seeing about the health benefits of milk. Additionally, we are all pushing to restore milk's name in the grocery store and reintroduce our school students to milk. If we do these things, we will only bring milk back to where it used to be. We need to take the next steps to move milk and dairy product consumption to new levels.

My first challenge to everyone who reads this editorial, is to look for ways to **be a milk and dairy products ambassador**. All of us can get involved in promoting milk and dairy products.

Second, I encourage you to **ask your favorite grocery store if there is anything that holds it back from selling milk** and dairy products. We want to hear about this.

Finally, if you have **an idea for a new product**, let us know. We would love to be able to help connect you to people who may be interested in developing this product.

Let's take milk demand to levels never seen before!