

# A Little Dairy {Promotion} Everyday



*Joy Marvin: 2008  
Excellence in Dairy  
Promotion Award  
Winner*

**P**romoting dairy products is an intricate part of Joy Marvin's everyday activities. From big community events to casual encounters, this passionate dairy promoter never misses the chance to talk about the industry she and her family have been a part of for 50 years.

Joy's unbridled optimism and quick smile equip her to be an effective advocate for dairy products and the dairy farming industry. She is well known throughout her community as the go-to person for dairy information and products for events in the area.

Joy's contagious enthusiasm and tireless dedication to the industry and product promotion earned her the 2008 Excellence in Dairy Promotion Award, presented by the Dairy Diplomats of Michigan. Joy has been a member of the United Dairy Industry of Michigan Dairy Diplomat Committee since 1982.

She also serves as one of the Dairy Communicators for the MMPA Adrian Local.

"Joy is delightful to work with and her promotions are always conducted with enthusiasm and professionalism," says Staci Garcia, Coordinator of Public and Member Relations at UDIM. "It comes as no surprise that she was chosen for this award."

Like many farm women, Joy's first introduction to dairy promotion came when her children's teachers asked to come out for a farm visit. Today, they host over 200 visitors a year on their Clayton, Mich. farm. For 28 years she has been a part of the Farm Bureau's "Ag in the Classroom" project. Eight volunteers visit all third grade classrooms in Lenawee County each year, teaching agriculture to over 1,400 students and their teachers.

"When a group can't come to the farm, I go to them, read books and leave coloring books for them,"

Joy says. "I wear a cow costume while I visit. The kids really like it and they remember me. One day I was in the grocery store and a little girl pointed at me and said 'there's the cow!' The mom was very embarrassed until I told her about my costume and visit to the school."

Today the school tours are just part of the year-round activities Joy and her family host. Fifteen years ago, Joy began serving ice cream treats at the Special Olympic games held at Adrian College. Each year they provide over 50 dozen ice cream treats to the kids at the games. Joy also sets up a display area where she talks to people about the nutritional advantage of dairy products. The MMPA Adrian Local sponsors this event.

While Joy may be the "up front" person with the promotional activities she is quick to recognize all the help she gets from her family.

"I have a lot of support from my family," Joy says. "I couldn't do



**Top right:** Joy Marvin participates in numerous dairy activities throughout the year. Here she helps a youngster apply a new “dairy tattoo.” **Bottom right:** Dairy promotion is a family affair for the Marvins as her son, Jim, greets former Representative Doug Spade during a parade. **Right:** Joy received the Excellence in Dairy Award at the Annual Dairy Diplomat Seminar in February. Her husband, Jim, was there to congratulate her.

all this without the kids, their wives and grandkids helping me.”

Joy and her husband, Jim, bought their farm, located on the outskirts of Adrian, in 1963. In 1968 they put in the dairy set up and have been milking cows since then. Joy’s day-to-day involvement on the farm—milking cows, feeding calves and driving tractors—gave her the desire to promote the dairy industry.

“We realized early on that no one else was going to speak for us, that we needed to be the ones out there telling our story and promoting our products,” Joy says.

Today, their son and daughter-in-law Jim and Maria manage the 200-head dairy operation. Joy retired from feeding calves two years ago but still enjoys keeping the books. Jim goes to the farm each day and helps run the farm.

Joy finds the most efficient way to do product promotion is to “tag along” with other activities already

taking place. When she attended the first “Chocopalooza” fundraiser at the school she overheard people saying “boy, I wish I had some milk with this.” The following year they did.

“It is a lot easier to join an activity that is already planned than to create your own,” Joy says. “When we heard Olympic Gold Medal Wrestler Roland Gardner was going to be sponsoring a sports camp at Adrian College, we arranged to provide ice cream for the kids. The kids loved it and we got the opportunity to do product promotion.”

During June Dairy Month, Joy organizes and works with the local chapter of the American Red Cross to sponsor the “Give a Pint, Get a Pint” Program. Everyone who gives a pint of blood during the month of June receives a pint of milk.

While the Marvins’ enjoy all the promotional events, fair week is the family favorite. During the fair,

all the kids and grandkids pitch in to help with a variety of activities including “Kids Day” and selling dairy products at the “Frosty Cow.”

“Fair week is very special to us,” Joy says. “Everyone helps and we have a great time.”

Joy’s volunteering efforts include much more than dairy promotion. She is active in Lenawee County Farm Bureau, St. Mary’s Catholic Church, Ruby Belles on the Go, (Red Hat Society), Lenawee County FFA Alumni Chapter and a past president of the Clayton Women’s Club.

Beyond all of her accomplishments, Joy’s family comes first and foremost in her life. “Joy is an amazing wife, mother, grandmother, mother-in-law and friend,” Maria says. “She attends all of her grandchildren’s sporting events, award nights and any important function to support the family.”