

Why **el** the dairyman **LECHERO** ?

“There is finally a way to know what is being taught to my Hispanic workers. The side-by-side translations give me confidence in what is being explained and I can easily follow-up with what is being shared in the magazine.”

“The center pull-out posters are all up in the barn. Everyone sees them everyday as a reminder of what is going on.”

“El Lechero is the only magazine you find open in the break room. It is really beat up by the time the new one comes around.”

“My herdsman is now asking if El Lechero has come yet. He has never sought out information before like this. Just keep it coming.”

Quotes from conversations held at a recent PDHGA conference in Twin Falls ID, Dec. 2006

El Lechero is the educational tool that both milk producers and the Hispanic employees that work for them have been looking for. Not only does it contain articles that educate the worker on important tasks they deal with on a daily basis, *El Lechero* does it in everyday Spanish, rather than university level Spanish that is oftentimes confusing to the Hispanic worker.

“The November issue of El Lechero I found to be quite good in terms of translations.”

Gregorio Billikopf Encina, *University of California*



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