

# Dairy Council, where the advertising dollars go

BY JOYCE BUPP  
Staff Correspondent

SOUTHAMPTON — "It is wiser to give them the facts than to curse their ignorance," is the philosophy espoused by Ray Weber, executive director of Dairy Council, Inc.

Dairy Council, Inc., is the non-profit, nutritional education arm of the Middle-Atlantic Advertising and Promotional Agency, funded primarily with voluntary checkoffs from dairy producers in Federal Orders Nos. 2, 4 and 36.

nutritional education needs of the public in southeast Pennsylvania, Delaware and New Jersey

A national effort toward public nutritional education traces its beginnings back to 1913, when a group of dairy industry leaders organized a Council of the National Dairy Show at the national cattle exhibition in Chicago.

In 1914, cattle attending the show were inadvertently exposed to hoof and mouth disease. The Council was effective in managing to save the show animals, comprising the nation's best breeding stock, from being destroyed.

One year later, enthused by the cooperation during the crisis from dairy leaders, the group

reorganized and incorporated under the title National Dairy Council

Coinciding with the Council's beginnings came a scientific discovery that helped solidify the fledgling dairy group's reason for being

In 1913, E V McCollum, a researcher at the University of Wisconsin, discovered Vitamin A in milk. After the initial formation of NDC, McCollum met with the group to encourage the industry leaders to focus on instigating a program of nutrition education for the general public.

More than a half-century later, NDC is still forging ahead, using dairy farm contributions to achieve their stated purpose: "to contribute to the achievement of optimal health by providing leadership in nutritional research and nutrition education based on the concept of a balanced diet, including milk and milk products,

in accordance with scientific recommendations"

While each regional unit is separately funded and managed from within the area it serves, affiliation with NDC gives each local office access to research and materials that a lone agency could not develop.

"All our teaching materials are based on the four—it used to be seven—basic food groups," Weber explains. "And we've never pulled punches in any food controversy."

Dairy Council, Inc.'s staff of 18 includes a director of nutrition and nine nutrition consultants, seven working out of the Southampton office and two based at a branch office in Camp Hill. Other staffers are a communications manager and administrative and clerical employees who serve in varied capacities.

The bulk of staff time is spent in educational workshops and seminars at schools and with

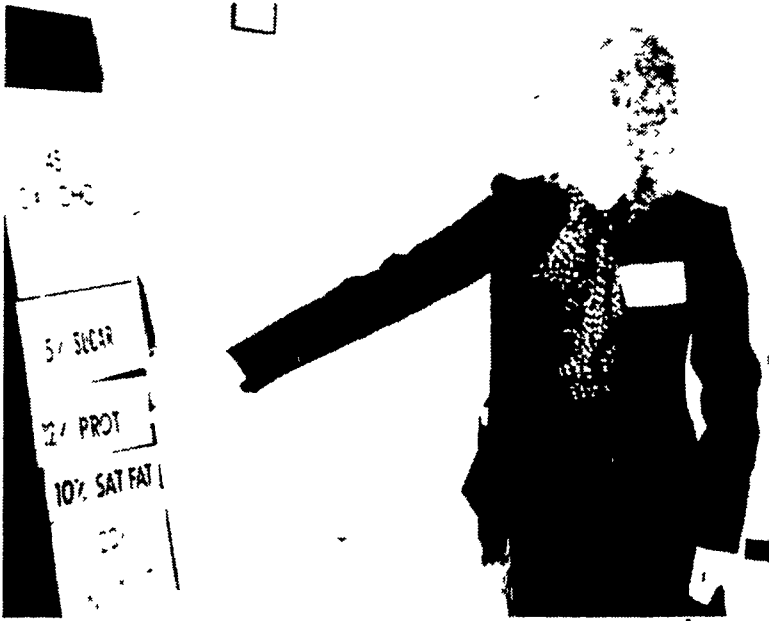
professionals, such as hospital and institutional dietary specialists.

One of the most successful Dairy Council programs is a school series that began aimed at youngsters of kindergarten through sixth grades, and has now been expanded to include up through tenth grade and down to pre-school ages.

"Food...Your Choice" uses a mixture of modern communications and teaching techniques to involve children in learning how to make knowledgeable decisions on food choices for a better balanced diet.

"Food...Early Choices" introduces the vocal and popular hand-puppet, "Chef Combo Nation," and has been readily accepted by young children. Other visuals and student materials include posters, floor mats, booklets, records, card games,

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Program Coordinator Althea Zanecosky conducts a nutrition workshop, one of her many duties with Dairy Council, Inc.

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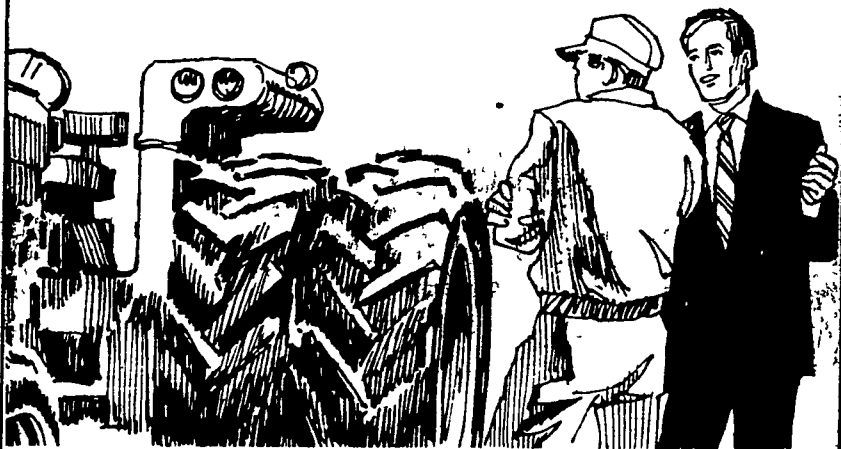
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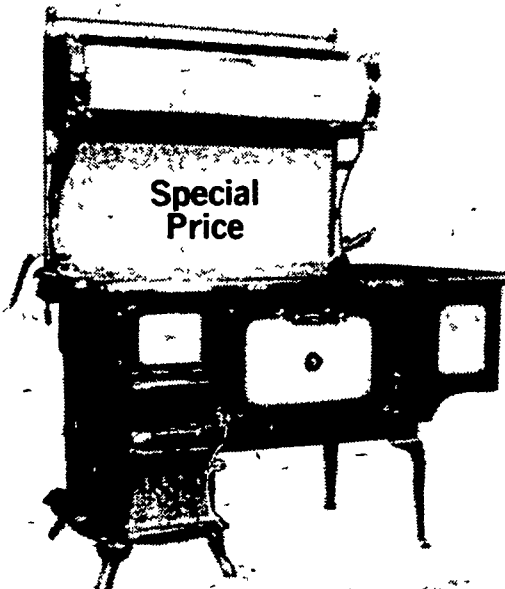
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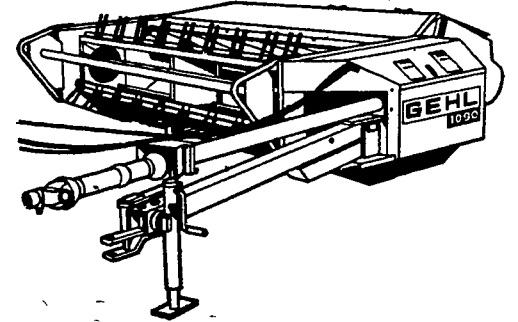
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