

Mystery Tipper promotes dairy in Mifflin County

LEWISTOWN — The "Mystery Tipper," who slips unknowingly throughout Mifflin County promoting dairy products, struck for the first time last week.

And, a waitress at Leora's Restaurant in Lewistown received a \$5.00 extra tip because she suggested milk with the meal ordered by the Mystery Tipper.

The Mystery Tipper program is just one promotion of the newly-formed Mifflin County Dairy Promotion Council, which has as its single goal to get milk and other dairy products on and over the lips of more Mifflin Countians.

Each week, the Council's Mystery Tipper will eat at a restaurant in Mifflin County and if the waiter or waitress suggests milk with the meal, an extra \$5.00 is left. If the extra tip goes unearned in a week, the next week's tip becomes \$10.00 and so on.

"The Council's Promotion Committee has been concentrating on restaurants," explains Jim Hostetter, R2 McVeytown dairy

farmer, who is chairman of the Council.

"We want to make milk and other dairy products more available in restaurants and the Mystery Tipper is one method to keep milk on the minds of restaurant people."

The Mystery Tipper program will continue for a year and then be evaluated by the Council. All family-style restaurants and all parts of Mifflin County are being covered.

The Council's Promotion Committee is also working with super markets to update and get better exposure for dairy displays.

"We want to get the dairy displays out of being stuck back in a corner," Hostetter said.

And, the committee is pushing more milk vending machines.

The Mifflin County Dairy Promotion Council was formed last year and started laying the ground work of promotional efforts.

Ag groups and businesses participating in the effort include

dairy co-ops Inter-State, DairyLea, Eastern, Lehigh Valley and Nedco, Sire Power, AgWay, two county granges, Mifflin County Farmers Association, the County Holstein Association and Extension.

"We've been averaging about 25 people or so at our meetings," explains Hostetter.

"It includes farm people, agribusiness, non-farm people and former farmers no longer actively in agriculture who just want to get involved and help out.

"Voluntary contributions have carried the effort so far and we haven't even needed a fund drive so far."

Another Council committee is concerned with the Dairy Pageant.

"But we've been having some difficulty getting contestants," Hostetter said.

"We want to have a pageant but need some contestants to come forward."

Hostetter also expressed another need.

"We know there are other



REAL DAIRY PRODUCTS

Due to my involvement in the Dairy Industry I would have enjoyed my meal much more had you suggested milk and other dairy products.

Mifflin County Dairy Promotion Council

promotion groups at work in other parts of the state," he said.

"We'd like to learn what they're doing.

"What we need is to swap and exchange ideas so that everyone can do a better job of promoting dairy products."

Anyone wishing to contact the Mifflin County Dairy Promotion Council can do so by reaching:

James Hostetter, chairman, Box 161, R2 McVeytown, 17051.

Carl E. Krepps, Promotion Committee, AgWay, R1 McVeytown, 17051.

Margaret Earskine, secretary, R1 Reedsville, 17084.

Lester Yoder, treasurer, RD Belleville, 17004.

Dorothy Kenep, Pageant Committee, R1 McVeytown, 17051.



I'm terribly sorry!

I was instructed to give you a \$_____ tip if you would have suggested MILK with our meal.

Mifflin County Dairy Promotion Council



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