



Dairyman Tom Weimer was the official judge for the dairy judging classes. Here, Weimer points out the reasons for his placings.



Adams County Dairy Princess Faye Messinger demonstrates the jetshake milkshake machine that Adams County dairy farmers would like to put into use in area school cafeterias.

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Adams Co. Twilight meeting features promotion

NEW OXFORD — Milk promotion was the topic for the Adams County Holstein Association twilight meeting held on June 23 at Rhodes Enterprises. Three speakers were featured, giving Adams County Holstein breeders ideas for dairy promotion in schools and communities throughout the county.

The meeting began with the judging of a class of heifers and a class of cows. Tom Weimer, a local Holstein breeder, served as the official judge.

Donald Trumble, Director of Food Services for schools in Washington County, Maryland began the program by explaining the highly successful milkshake program that has been implemented in all Washington County high schools and that will be a part of their Middle School lunch program beginning in September.

Serving milkshakes as part of the regular school lunch was designed as an "enticement to participate in the total nutritious lunch," according to Mr. Trumble. The milkshake program uses seventeen Taylor Freeze machines, similar to those used in the fast food chains. The shake contains a mix produced by Shenandoah Dairy Co-op, and the regular eight ounces of milk usually served with the school lunch. By freezing the mixture, and adding air and flavoring in the final step, a thick, creamy 14 Oz. milkshake is provided to the students.

The schools offer four flavors every day. Vanilla and chocolate are always available, as well as two other flavors that vary from day to day. Mr. Trumble explained that certain flavors are featured as a promotion for school activities.

Although the regular carton of milk is still offered as part of the school lunch, according to Mr. Trumble, eight out of ten students who buy a lunch choose a milkshake.

Mr. Trumble explained that this is a high milk usage program because it uses, not only the eight ounces of milk necessary for government reimbursement, but also non-fat dry milk, a surplus commodity that is provided through the USDA at a reduced cost.

The popularity of the milkshakes with the students has not only increased the total consumption of milk, but it has also increased the number of whole school lunches being served. This is a strong selling point to any school administration.

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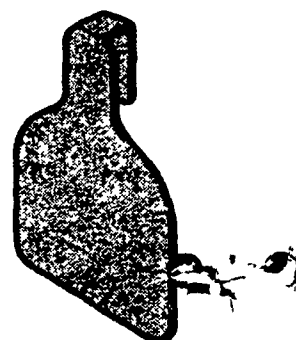
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The ECTIBAN Tape must always be applied with the release slits at the bottom to allow the insecticide to seep out.

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The ECTIBAN Tape may be applied to ear tags to control horn flies and face flies.

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To apply to ear tape around not overlapping or adhesion.