

# Penn State hosts Dairy Expo today

UNIVERSITY PARK — Today is Show Day for the Dairy Expo at Penn State's Ag Arena across from Beaver Stadium. The contest and its noontime special events at noon have become a popular campus event for students and for families with curious children.

classes will be judged from 8 a.m. to noon and will resume again at about 1:30 p.m. Penn State students in the College of Agriculture and several other colleges have been working with University dairy cattle for weeks to prepare for the competition.

students will be judged on how well they prepare their animals for show including cleaning, grooming, clipping and brushing. During the showing contest, judges will look for outstanding skill in presenting the animals for inspection. Spectators are apt to see the cleanest and best behaved

dairy cattle imaginable.

At noon, students, faculty, alumni and guests will participate in the popular special events of the day, beginning with a celebrity milking contest. The sorority milking contest, milk chugging contest and calf dressing contests follow.

All awards winners and contest participants will be honored at a Dairy Expo Awards Banquet that evening in the Hetzel Union Building.

This year's Dairy Expo is dedicated to Authur W. Nesbitt, president of Nasco International of Fort Atkinson, Wisconsin.

Nesbitt received a bachelor of science degree in agricultural economics from Penn State in 1950. He was an assistant county agent with the Penn State Cooperative Extension Service in Clarion County until 1952 when he became

secretary-fieldman for the Pennsylvania Holstein Association. He was an active 4-H participant and serves as director of the Wisconsin 4-H Foundation. He has received both a Pennsylvania 4-H Alumni Award and the National 4-H Alumni Award.

Nesbitt was named a Pennsylvania State University Alumni Fellow in 1979 and is currently serving on the Penn State Development Council. He has served on the Ag Arena committee and last year chaired a national ad hoc committee for Pennsylvania Dairy Herd Improvement Association.

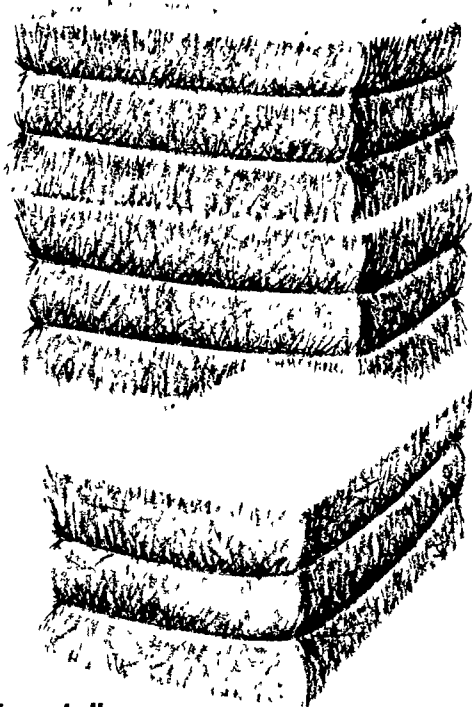
The Penn State Dairy Science Club chose to dedicate this year's Dairy Expo to Nesbitt because of his support for club activities and his many contributions to the College and to the dairy industry.

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*"It's like getting three bales free in every twenty."*

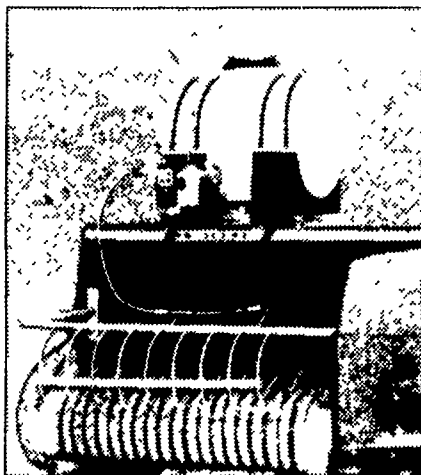
#### Effect of Field Fresh treatment on dry matter losses-

	TREATED	UNTREATED
Harvest moisture %	27.2	17.9
Mowing and curing losses %	7.1	13.2
Packaging baling loss %	2.6	3.5
Storage loss %	4.8	7.8
Feeding loss %	0.4	5.2
Total losses %	14.9	29.7

Source: Penn State research

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## Joint promotions help

WILLIAMSPORT — During the year, the American Dairy Association and Dairy Council participates in a number of joint promotions with manufacturers of foods that are natural go-togethers with dairy products. These joint promotions offer incentives to consumers such as free dairy products and money back refunds.

The promotion began in January with a butter offer from the Quaker Oats Company. Quaker sent a \$1 refund to consumers who mailed in one proof of purchase each for butter, Aunt Jemima syrup and Aunt Jemima pancake mix. ADA promoted the offer in supermarket displays, and Quaker placed an advertisement in a national newspaper insert.

Early in spring, ADA cooperated with Mars, Inc., in offering a free 1/2 gallon of milk in return for the purchase of Twix and Summit cookie bars. Nabisco ran a similar promotion for Oreo Cookies and Honey Made graham crackers.

Another dairy oriented promotion from the Quaker Oats Company began April 14th with a newspaper advertisement offering free milk to promote the purchase of Quaker Chewy Granola Bars,

Granola Dips, and Cap'n Crunch cereal. The promotion uses an instant coupon for a free 1/2 gallon of milk for consumers who purchase the three Quaker products. ADA is supporting the promotion through milk carton side panels and dairy displays in 17,000 supermarkets nationwide.

The latest joint promotion arrives just in time for the bathing suit season. It offers consumers a free carton of cottage cheese in return for purchasing Libby Lite fruit products. Libby will run a newspaper insert the week of April 28th to announce the promotion. ADA will, in turn, place an announcement on milk carton side panels nationwide throughout the spring and summer. The offer ends July 31st.

The American Dairy Association and Dairy Council is a producer funded and directed milk promotion organization serving Pennsylvania, New York and New Jersey. For further information contact the American Dairy Association and Dairy Council's Williamsport office at (717) 323-2552 or dial tollfree 1-800-HOT-MILK.

### PANCAKE & SAUSAGE BREAKFAST

Tuesday, April 30, 1985  
8 A.M. to 10 A.M.

At The  
**MELVIN G. ZIMMERMAN FARM**  
Myerstown, PA

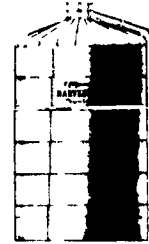


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