



Construction begins on Pennsylvania's Largest Ice Cream Sundae!

## A sundae in a swimming pool to celebrate Ice Cream Month

SELINGROVE — Over 1,300 ice cream lovers were able to sample Pennsylvania's largest ice cream sundae at the Susquehanna Valley Mall on June 15 to celebrate June Dairy Month. The sundae was sponsored by Valley Farms Dairy, the American Dairy Association and Dairy Council, and Boscov's Department Store.

Over 150 gallons of ice cream were topped with chocolate syrup, nuts, whipped cream and cherries. A small swimming pool served as the dish from which the sundae was created. The six contestants for SUN Area dairy princess helped in the preparations.

The American Dairy Association

and Dairy Council will continue to promote ice cream during July which is National Ice Cream Month. A promotion will be run in supermarkets and convenience stores throughout Pennsylvania in order to increase the consumption of ice cream. Mobiles and display material have been designed for placement in the frozen food section of stores. They encourage consumers to take home ice cream during Ice Cream Month.

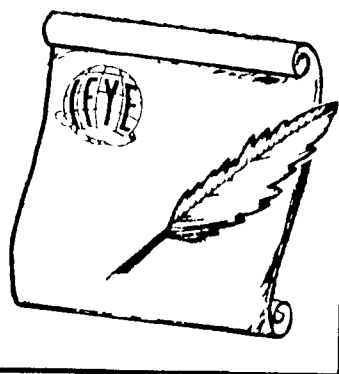
The promotion will be supported by \$4.5 million in corresponding television advertising, purchased by the National Dairy Board. Ice cream manufacturer's are ex-

pected to support their brands through an additional \$8 million in advertising. The theme for the promotion is "Ice Cream the Beautiful."

Ice cream has great potential for promotion in Pennsylvania. The Keystone State has the highest per capita consumption for ice cream in the country. It also ranks 2nd in ice cream production, with 80.3 million gallons produced by Pennsylvania during 1984.

The American Dairy Association and Dairy Council is a dairy promotion agency funded and directed by dairy producers from Pennsylvania, New York, and New Jersey.

### LETTERS FROM ABROAD



**Editor's Note:** As a participant in the International 4-H Youth Exchange, Lancaster Countian Jody Henkel is spending six months in Greece, where she will have the opportunity to closely observe another culture. Throughout her stay, she will be sending letters to Lancaster Farming about her trip. Below is Jody's first letter.

have just been harvested of the dryland wheat and soon they will plant corn. Since they have a longer growing season (it averages 65°F. during October in Salonica), they usually get two crops in one field.

However, the dry, hot weather of July and August means they must irrigate. Their irrigation consists of a sprinkler on wheels attached to a long hose that is taken to one end of the field. Due to water pressure, the sprinkler is pulled to the other end of the field so the hose wraps around a big drum. Very effective, but it takes all day to water one strip of land.

Another side to Greece is to see the sunrise over the mountains where the roosters crow, pigs squeal, dogs bark and peacocks cry out. The coolness of the early morning hours does not forewarn you of the heat to come. During July, the shops and workers start early in the morning — around 7 a.m. till 2:30 p.m. then, lunch and time to rest. Greeks do not work in the hot sun. Depending on the type of store, they reopen about 5 p.m. and close at 8 p.m.

Also, not all store hours are the same from day to day. Thursday nights are late (until 9 p.m.) while other days are shorter (until 6:30 p.m.).

The first seven weeks at the school are great because it allows us to ask lots of questions about Greek culture and language while getting answers in English.

Until next time —  
Jody Henkel, IFYE

Dear Friends:

Another International 4-H Youth Exchange, Fern from Rhode Island, and I are spending six months in Greece. The first seven weeks are at the American Farm School in Thessalonih (or Salonica). The school is primarily run to educate Greek youths in normal high school classes plus agricultural techniques.

During the summer, a program initialed S.W.A.P. brings in Americans and Hollanders to work at the school. This year, there are four Americans and three Hollanders. (You find out that anyone from the United States is an American, not an Iowan or a Pennsylvanian). Also there is the Greek Summer Program where approximately 50 American high school students (ages 16 to 19) come to work. They spend part of their time at the school and then go to a village to work on a community project.

Outside our second floor dormitory room, we see gently rolling fields and mountains. The fields

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