

## ADA Expands Foodservice Promotions

WILLIAMSPORT - One of the major trends in consumer eating habits has been the increase in away-from-the-home eating.

Nationally, the foodservice industry, representing restaurants and cafeterias, accounts for over 40 percent of food purchases.

Recognizing this trend, the American Dairy Association and Dairy Council has increased its efforts in the area. Its latest promotion was run with Geisinger Medical Center.

Geisinger Medical Center is winding down a month long dairy promotion in its employee cafeteria. Throughout the month of October, employees were encouraged to increase their milk consumption through a special promotion coordinated by ADADC and the Geisinger Nutrition and Foodservice Division and Health Promotion by Geisinger.

Calcium awareness was the focus of the program. In order to encourage milk consumption, employees were able to enter a contest each time they purchased milk or yogurt in the cafeteria. Each employee who purchased one of these items would receive a ticket that would qualify them to win a selection of prizes, including milk glasses and inflatable cows.

The promotion was simple but effective. Over 3,000 employees are fed in the cafeterias each day. Geisinger Medical Center is one of the four largest rural hospitals in the United States, serving 2.7 million people in northcentral Pennsylvania.

In addition to the contest, employees were offered dairy product recipes and product information. ADADC provided Geisinger with recipe leaflets as well as milk display materials. The cooperative effort by Geisinger and ADADC helped increase milk sales, as well as employees' awareness of milk's calcium benefits.



Geisinger Medical Center cafeterias sport milk display materials as part of month-long promotion.

## Dairy Marketing

### Inter-State Plans

### 69th Annual Meeting

SOUTHAMPTON - "Expanding Our Horizons" is the theme of Inter-State Milk Producers' Cooperative's 69th annual meeting, scheduled for Nov. 20 to 21 at the Host Farm Resort, Lancaster.

The two-day event gets underway Thursday morning, Nov. 20, with a meeting of the Inter-State's officers and delegates. During this session, the cooperative's 500 delegates, alternates and guests will hear reports from officers and staff members of Inter-State and its wholly-owned subsidiaries, Holly Milk Cooperative and QC Inc.

During the afternoon session, Paul E. Hand, secretary and general manager, will present his report to the delegate body. A presentation by Randall E. Torgerson, Administrator, USDA Agricultural Cooperative Service, and a question and answer period will follow.

Highlighting the annual banquet Thursday night will be guest speaker Richard E. Grubb, Pennsylvania Secretary of Agriculture. Grubb was appointed the state agriculture secretary in May 1985.

Toastmaster for the banquet will be Don Schriver, director of membership relations and public affairs, Milk Marketing Inc. En-

tertainment will be provided by a six-member musical group, the "Hollanders."

On Friday morning, Nov. 21, the Young Cooperators' Breakfast Program will begin at 7 a.m. Organized by Inter-State's Young Cooperator Consultant Committee, the program will feature guest speaker Wilmer D. Mizell, U.S. Assistant Secretary of Agriculture for Governmental and Public Affairs.

During the program, Inter-State president Robert B. McSparran will present the 1986 Outstanding Young Cooperator Award and the 1986 Agricultural Communicator Award.

The general session follows at 9 a.m. and will include action on the annual meeting resolutions, which will be presented before the entire delegate body.

A separate ladies' program will run concurrently with the delegate sessions. On Thursday, a choice of either a shopping trip to the Reading Outlets or a tour of Winterthur Museum, in Delaware, will be available. Friday's program will feature country humorist Joan Johanson and presentations by Joseph D. Shine, Federal Order 4 Market Administrator, Dairy Council Inc., Southampton.

### Dairy Leaders Meet

CHICAGO - Key dairy leaders representing the National Association of Animal Breeders, the National Dairy Herd Improvement Association, the Holstein-Friesian Association of America, and the Purebred Dairy Cattle Association met Oct. 28 and 29 in Chicago, Ill. The group discussed many of the mutual challenges and opportunities these organizations share.

Several topics were covered, including improved cooperation

and communications between the above organizations; the need for earlier and more permanent identification of dairy animals; priorities and funds available for more dairy research; new technology and its effect on the dairy industry; and the current genetic evaluation programs.

Discussion in all areas centered on how to provide dairymen with higher quality, more cost effective service.



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