

# Schools To 'Make It Shake' This Fall

**HARRISBURG** — Milkshakes will be added to school lunch programs next year if the Pennsylvania Dairy Promotion Program has its way.

At PDPP's regular May meeting, the 21-member advisory board approved a "Make it Shake" promotion kit and instructed the executive committee to hire a full-time field representative to work with school districts on the new program.

Everyone wins, it was noted at the meeting. The shakes will help dairymen sell more milk, and also will make school menus both nutritionally well balanced and popular with the students.

Milkshakes also should generate profits for schools, Board Chairman Jim Harteis pointed out. The Cambria county dairyman has helped promote school milkshakes in the Johnstown area for several years.

According to the board chairman, schools serving 100 shakes a day at 50 cents each could expect to make \$5,400 in profits annually.

"Some schools average twice that many sales in their lunch program," Harteis pointed out. He said schools also sell milkshakes at social functions and sport events.

Not all board members were impressed.

"Is promoting a dessert-like product a service to the dairy industry?" Albert Hack of Columbia County asked.

"Milkshakes are nutritious," Paul Corbin of Jefferson County commented. "It's sure better than students punching quarters in the soft drink machines."

"We're getting students to think milk with a meal rather than soft drinks," Harteis added.

Randall Hirsch of the Central Pennsylvania Restaurant Equipment Sales demonstrated a shake and soft serve machine at the meeting. According to Hirsch, studies indicate shakes do not cut into milk sales. It's new business.

The vote to go ahead with the "Make it Shake" kit and new field representative was unanimous.

PDPP's new field representative will not confine his activities to milkshakes, according to Harteis.

"The job description is a mile long," Harteis explained. "We'll expect the person to call on schools, restaurants, supermarkets and institutions. Any place milk is served or sold."

"In addition," he added, "the field rep will assist local promotion groups in their endeavors, attend meetings and give talks."

Salary will be commensurate with experience, it was noted. A decision on the new employee is expected by mid-June.

In other action, the board:

- Increased its funding to the Dairy Princess program to \$17,200 for the current fiscal year and voted \$20,000 for the 1988 fiscal year. This in line with a formula determined by the four milk promotion programs serving Pennsylvania.

- Heeded the advice of Steve Crawford, special assistant to Secretary of Agriculture Boyd Wolf, to take no action under Act 1 until the new law could be interpreted by the Secretary and policies established. Act 1 provides new administrative options for state commodity programs.

- Okayed a \$44,900 contract with Penn State for all football and basketball radio broadcasts. Package includes radio advertising, a full page ad in the Beaver Stadium game programs, presentation of milk can trophies to winners of the Penn State-Temple and Penn State-Pittsburgh games and \$2,000 in academic scholarships to winning schools.

- Heard progress report on new film documentary from Vice Chairman Thad Woodward, Bradford County, who serves as

- technical advisor to Film Space, State College, with board members Chris Wolff, Columbia County, and David Bird, Montour County.

- Renewed contract for "Make it Milk" billboards in Hershey Arena. An estimated million hockey, basketball and other arena

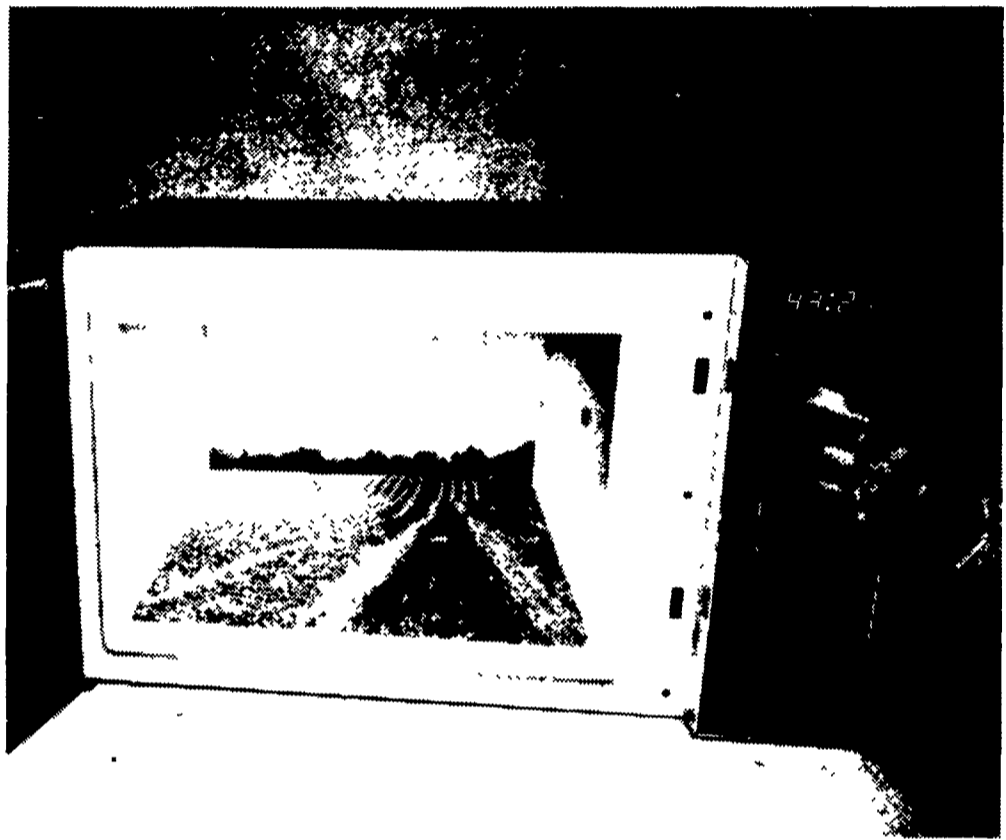
- visitors see the billboards annually.

- Bid goodbye to David B. Stetler, Juniata County, who

- resigned as a board member to accept appointment as region six director for the Pennsylvania Department of Agriculture in southcentral Pennsylvania.

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