

TV Team Pulls To Another Victory In Milking Contest

PHILADELPHIA—It has become a tradition that each year during June Dairy Month the baseball fans of Philadelphia are spectators to a celebrity milking contest on centerfield of Veterans Stadium just prior to a Phillies game. But for the team of television sports directors that compete annually, it has become more than tradition, it has become a matter of pride as

they defend their title as championship milkers. The contest is sponsored by the MAMMA, the Middle Atlantic Milk Marketing Area, as part of a total advertising program for milk with the Phillies that includes, television, radio and print advertising featuring Mike Schmidt and the campaign slogan, "Milk. It's Fitness You Can Drink."

This year's contest was held on Saturday, June 27, just prior to the Phillies vs. New York Mets game before a crowd of 44,000 spectators. Competing for the coveted title of champion milkers were a team of radio disc jockeys and a team of television sportscasters from Philadelphia. The rookie team of milkers from WYSP-FM radio put forth a great effort as they

were coached and assisted by Phillies Coach, Mike Ryan. But DJ's Ed Green, Ed Siaky and Debbie Colton, were no match for the veteran television team.

Sports directors, Howard Eskin, Channel 29, Scott Palmer, Channel 6, and Larry Rosen, PRISM, were coached and assisted by Phillies coach Claude Osteen.

It was a timed competition, with each team member having the same amount of time to milk. Each team had its own cow with all the team members milking into the same bucket. Pennsylvania State Dairy Princess Pam Kindig was the official umpire for the contest. When the timed competition was over, Pam weighed each pail, declaring the television team the winners with over seven pounds.

The radio team made a good showing with four pounds of milk. Howard Eskin, dressed in a tuxedo for the competition, made a victory speech for the television team. He told the fans that it was an easy victory, and credited the win to, "practice, practice, practice."

Immediately following the milking contest, Dr. Paul Hand, general manager of Atlantic Dairy Cooperative, threw out the first ball to the Phillie Phanatic to start the game.

Upcoming Promotion

On Sunday, Aug. 23, MAMMA is sponsoring "Back to School Day" when the Phillies take on the Los Angeles Dodgers at Veterans Stadium. Each fan, 14 years or younger, that attends the game will receive a free three-ring notebook from MAMMA. The cover of the notebook features a picture of a carton of milk and the slogan, "Milk, It's Fitness You Can Drink." Inside the binder will be manufacturers discount coupons for dairy products.

Tickets for the Aug. 23, Phillies-Dodgers game, which begins at 1:35 p.m., are available at all Ticketron locations.

A similar promotion will be held at the Sunday, Aug. 30, game between the Baltimore Orioles and the California Angels.



Pennsylvania Dairy Princess Pam Kindig demonstrates the proper hand milking technique to the team of disc jockeys for WYSP-FM radio. Serving as a model is DJ Ed Siaky, looking on is DJ Debbie Colton. The team was competing in a cow milking contest at Veterans stadium on June 27 prior to the Phillies vs. Mets game.

PFA Sets Dairy Meeting In Lancaster

PACMA, a marketing affiliate of the Pennsylvania Farmers' Association, is sponsoring a free one-day conference on dairy nutrition and herd health from 10 a.m. to 3 p.m. August 4th at the Lancaster Farm and Home Center. The subject will be the strategic use of whole cotton seed and distillers dried grains with solubles for health and productivity in high-producing dairy cows.

During morning sessions, three herd nutritionists from the school

of veterinary medicine at the University of Pennsylvania will discuss feed ingredients and their effects. Following a free buffet lunch, suppliers of feed ingredients will discuss availability and quality. PACMA marketing coordinator, Dwight Allshouse, will also discuss forward pricing for profit.

Conference seating is limited. Deadline for reservations is July 27. To make reservations call Allshouse at (717) 761-2740.

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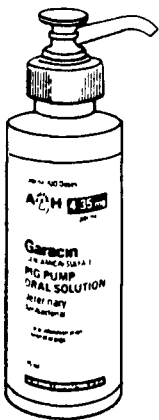
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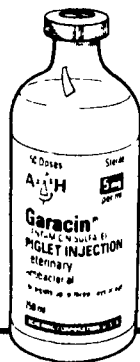
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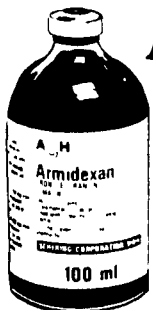
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