

Make It Shake: A Cool Idea For Today's Consumers

BY SALLY BAIR

Lancaster Co. Correspondent
LANCASTER — Picture school children throughout Pennsylvania drinking thick, delicious, nutritious milk shakes every day in the school cafeteria. Picture the thousands of gallons of milk that could be consumed in that way. That picture could become a reality if the Pennsylvania Dairy Promotion Program is successful in its efforts to get milkshake machines into local schools.

The Dairy Promotion Program is so excited about the idea of supplementing school lunches with milk shakes that they have developed a program called "Make It Shake," and are working with local dairy promotion groups to try to get more machines in the schools. One initial drawback to the machines is the cost, which is quite high. To help overcome that obstacle, some groups, most notably Fulton County, are working to help underwrite part of the cost of the machines.

According to Richard Glenn, chairman of the Fulton County Milk Promotion Board, they decided to work with the schools to "help get more nutrition into schools. We want to promote dairy products rather than soft drinks." Furthermore, he said, "We're a



Gary Thomas, Unit Manager for Service America Corporation, shows the mix that is used for making milk shakes in the cafeteria he manages at Lower Dauphin School District. Milk shakes and soft serve cones have proven to be money-makers for the district.

small area, with dairy farmers in each of the three school districts and a dairy farmer is president of the school board in one district."

He said the Milk Promotion Board met with each of the School Boards and invited Donna Verner, manager of the Program to make a presentation. They passed out other literature, and two of the three districts have now purchased machines to put into use in the fall.

The Fulton County Milk Promotion Board gave each district \$750 toward the cost of the machines, money which they raised through their own efforts selling milkshakes and ice cream at various fairs and other events in the county. Although it doesn't begin to cover the full cost of the machines, Glenn said, "We just wanted to help defray some of the costs."

He said the school districts are free to set their own price, and will use the program as a moneymaker.

Glenn pointed out that with just 120 dairy farmers in the county, Fulton County has not participated in the Dairy Princess program, but they do many other kinds of promotion. "Some women on the board do milk promotion in the schools," he added.

Barbara Fischer, cafeteria manager for the Southern Fulton County School District, hopes that the machine will be "a good moneymaker." She said her students seem enthusiastic about the prospect of having the machine in school.

Fischer says her school will offer two flavors of milk shakes, charging \$.75. She hopes to occasionally incorporate the shakes into the regular lunch, using a smaller portion at a lower price. To serve them efficiently, she says she will prepare the shakes ahead of time, freeze them and remove them about one hour before serving time.

Faye Butts, cafeteria manager at Central Fulton County School District, will be installing a machine on her line, and says, "It's a great



Students eagerly line up to purchase milk shakes or soft serve cones at the Lower Dauphin School District, Hummelstown.

Lancaster County Correspondent

Sally B. Bair

Sally B. Bair, a correspondent for 15 years, is a 1966 graduate of The Pennsylvania State University with a bachelor's degree in journalism. She is president of the Board of School Directors of the Hempfield School District in Lancaster County, is on the board of the Lancaster County Farm and Home Foundation and is a member of Farm Women Society #22.

Sally is also a 4-H leader, a tour guide with Trinity Lutheran Church, where she is a member, and serves on the board of the Lancaster Friendship Force Club. She organized and coordinated the volunteer program at Farndale Elementary School for four years.

Sally grew up on a dairy farm south of Littlestown in Adams County, where she was very active in 4-H



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She is married to N. Alan Bair, and they have two children, Lara, 16, and Seth, 13,

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