

Wegman Markets Signs "Real" Seal Agreement

SYRACUSE, NY — Wegman's Food Markets Inc. recently signed the "REAL" Seal agreement with the American Dairy Association and Dairy Council (ADADC). Under this agreement Wegman's will place the "REAL" Seal on all their Wegman's brand real dairy products.

The "REAL" Seal program can be of great benefit to participating retailers as a customer relations tool. It allows supermarket shoppers to quickly identify real dairy products from imitations. According to Michele Martens, consumer promotions manager for ADADC, "Retailers with the 'REAL' Seal are providing a service to their customers. Shoppers can select their purchases more quickly and be guaranteed of buying real dairy products, not imitations."

Since its institution in 1980, the "REAL" Seal's recognition has increased dramatically. In a recent study, the "REAL" Seal scored a 67% recall rate among consumers tested.

The "REAL" Seal, which is a symbolic drop of milk enclosing the word real, is featured in all of ADADC advertising, appearing on billboards and television promoting "Milk...America's Health Kick."

Wegman's is a Rochester based supermarket chain with approximately 40 stores, covering upstate New York from Syracuse to Buffalo.

ADADC is a dairy promotion association funded by 20,000 dairy farmers from New York, New Jersey and Pennsylvania.



Helping Others

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Instead of saying: "I have some information on stress relaxation I would like to share with you."

Try: "I attended a workshop where I learned a quick and easy way to relax and lower my blood pressure. If you're interested, I would love to demonstrate it to your sometime."

There are people who will appreciate a more direct approach. For example, you could say: "I know you have been caring for your Mother lately and I recently learned a way to help someone out of bed without hurting them or

me. If you are interested I'd like to set up a time in which I could demonstrate this for you."

VIP trainees are also given some basic guidelines on teaching adults.

1. When making the arrangements to meet with a family member, it is important to keep "atmosphere" and "environment" in mind.

2. If a family caregiver has several areas in which she needs help, it is often useful to teach first the area that is most important to her.

3. Learning is reinforced when

more than one sense is used at a time.

4. Adults learn best by "doing."

5. Most adults have an attention span of no more than 40 minutes.

6. It is important to match your speed of teaching to their speed of learning.

7. Treat the caregiver as an equal adult.

Anyone interested in becoming a VIP should contact their local Extension Office to see if the training is available in their county.

Update On Child Care

Cooperative Extension County (489-4315) or (345-3283) and request office in Montgomery Bucks County a brochure.

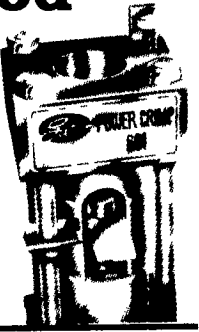
CREAMERY (Montgomery) — A three session course for persons employed in the child care profession is being offered by Penn State Cooperative Extension. The course will meet on January 17, 24, and 31, 1989 at 7:00 p.m. in North Wales. Registration is required and the cost is \$25 per person.

Topics at the first session will include "Setting Limits and Consequences" and "Child Care Practical Pointers." The second class will cover "More than 1,2,3,"--- early math skills for toddlers through age five, and "Tunes for Tots"--- new ideas for using music with young children. The final session will focus on "Learning Through Play" and will be presented by the Leonard Gordon Institute for Human Development Through Play.

For more information, contact the

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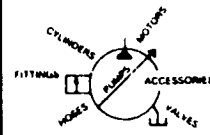
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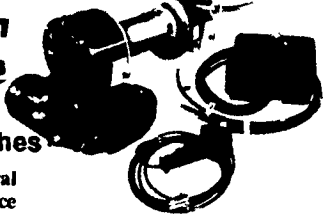


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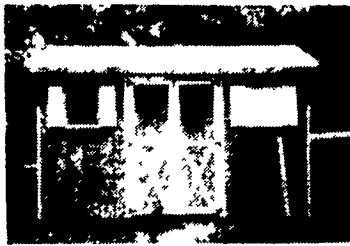
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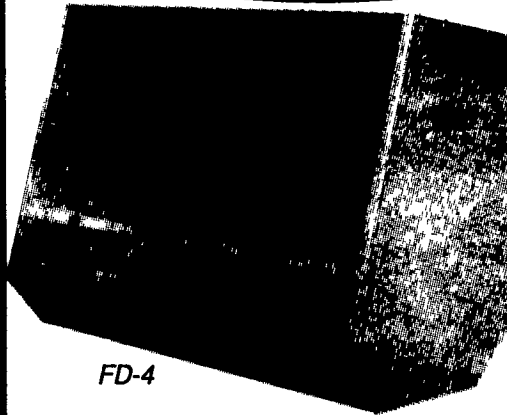
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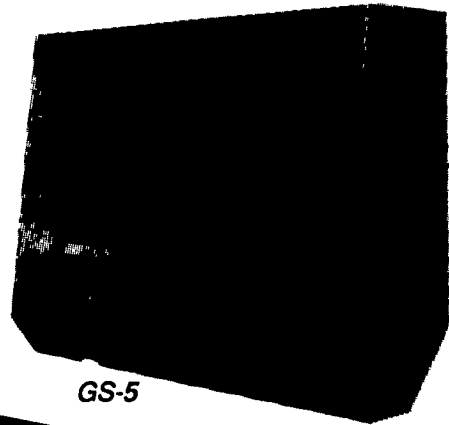
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