

June Dairy Month Begins In Lancaster

HARRISBURG (Dauphin) — PA Dairy Promotion Program celebrations of "June Dairy Month" will begin Saturday, June 3, when "Lancaster Dairy Day" is held from 10 a.m. to 3 p.m. at Long's Park, on the Harrisburg Pike.

With a grant from Pfizer Chemical, the PDPP and the Pennsylvania Dairy Princess Promotion Services, Inc. will be introducing a new interactive dairy exhibit consisting of five "stations" dealing with the dairy industry and the production of fluid milk and manufactured dairy products.

"Life on a Farm" will feature a dairy farmer and dairy farm equipment; "Milk — From Cow to You" explains the process by which milk moves from the farm to the consumer; "Fishing for Nutrition" uses food model game cards provided by the Dairy Council, Inc. in a children's game designed to explain the nutritional value of dairy products; and in the fourth station, Dairy Princesses will be performing their imaginative and entertaining skits that highlight various aspects of dairy production — which comprises the largest segment of Pennsylvania agriculture, the state's largest industry.

Participants will be encouraged to go through at least three of the four stations before they go to the fifth station — where free samples of ice cream and other dairy items will be offered.

"June Dairy Month" will continue to be observed by the PDPP statewide throughout the month.

Among the additional events scheduled is "Dairy Day in Pittsburgh," which will be held June 7 in Market Square following a news conference by Carl Herbein,

executive director of the Dairy Industry Association of Western Pennsylvania. Included in the day's festivities, which will continue until 2 p.m., will be dairy product give-aways, live band music, Dairy Princess skits, and live remote radio coverage.

ARLINGTON, VA — At the fifth annual meeting May 16-18 in Arlington, VA, the National Dairy Promotion and Research Board elected its Officers and Committee Chairs for the 1990 fiscal year.

Ivan K. Strickler, Iola, Kansas, was re-elected Chairperson; William T. Underwood, Tully, New York, was elected Vice-Chairperson; Ruth M. Robinson, Jonesborough, Tennessee, Secretary; and Daniel J. Rodenkirch, Kewaskum, Wisconsin, Treasurer.

The 36-member, dairy farmer Board also elected Chairs for its five committees. The committees and chairperson are as follows:

Advertising & Sales Promotion
Ruth Miller, Kuna, Idaho-Chairperson; Tom Snyder, Churchville, New York-Vice-Chairperson; Herman Brubaker, West Alexandria, Ohio; Steve Hofman, Modesto, California; Buckey Jones, Smithdale, Mississippi; Elwood Kirkpatrick, Kinde, Michigan; Tim O'Harrow, Oconto Falls, Wisconsin; William Underwood, Tully, New York; Leslie Winters, Bingham Lake, Minnesota.

Nutrition & Product Research
Lester Evans, Lebanon, Missouri-Chairperson; Harold Reiff, Burnettsville, Indiana-Vice-Chairperson; Gerald

From 12 noon to 4 p.m. on June 10, "Dairy Day at Bland Park" in the Blair County town of Tipton, will feature a dairy theme miniature golf course, a "Bossie Toss" bean bag game for the tots, free snacks of milk punch and "cheese-a-butter" spread on crackers, prizes for redemption of REAL seals,

cheese-guessing and coloring contests, and hand butter-churning alongside an antique butter churner exhibit.

On June 24, the Erie Zoo, dairy promotion committees of Erie, Crawford and Warren counties, and the MidEast UDIA will team

up with PDPP to present "Dairy Day at Erie Zoo," from 11 a.m. to 4 p.m. The event will feature soft-serve frozen yogurt samples, children's games and pedal pull races, a dairy petting zoo, a giant sundae, live band music, food preparation demonstrations and REAL seal redemptions.

National Dairy Board Elects Officers

Aycock, Fremont, North Carolina; Harry Papageorge, Odgen, Utah; Mary Parente, Ontario, California; Daniel Rodenkirch, Kewaskum, Wisconsin; Manuel Santos, Tulare, California; Ervin Silvers, Albany, Minnesota.

Program Evaluation

James Lefebvre, Elk River, Minnesota-Chairperson; Gerald Sipple, Menomonie, Wisconsin-Vice-Chairperson; William Bugg, Hennessey, Oklahoma; James Dorn, Edgefield, South Carolina; Joe Lyon, Toledo, Iowa; Leo O'Brien, South Burlington, Vermont; Ronald Quinn, Tulare, California; Ruth Robinson, Jonesborough, Tennessee; Alvin Sherman, Coupeville, Washington.

Public & Industry Communications

Ernest Miller, Hamburg, Pennsylvania-Chairperson; John Malcheski, Pulaski, Wisconsin-Vice-Chairperson; Frederick Anding, Hudson, Wisconsin; Carl Butler, Pine Plains, New York; Robert Giacomini, Point Reyes, California; Sylvia Hemauer, Ply-

mouth, Wisconsin; Walter Martz, Frederick, Maryland; Harold Rice, DuQuoin, Illinois; Horace Waybright, Gettysburg, Pennsylvania.

Finance & Administration

Daniel Rodenkirch, Kewaskum, Wisconsin-Chairperson; Lester Evans, Lebanon, Missouri-Vice-Chairperson; Ivan Strickler, Iola, Kansas; William Underwood, Tully, New York; Ruth Robinson, Jonesborough, Tennessee; James Lefebvre, Elk River,

Minnesota; Ernest Miller, Hamburg, Pennsylvania; Ruth Miller, Kuna, Idaho.

The National Dairy Promotion and Research Board, composed of 36 dairy farmers, was established by The Dairy and Tobacco Adjustment Act of 1983 to develop and administer a coordinated program of promotion, research and nutrition education to strengthen the dairy industry position in the marketplace. This effort is financed by America's dairy farmers.



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