

# Anne Mitchell Busy With Milk Promotion

MOHRSVILLE (Berks Co.) — June Dairy Month was opened in Berks County when newly crowned Berks County Dairy Princess, Anne Mitchell, Mohrsville, presented the 1989 Dairy Baby with a basket full of dairy delights. The baby, Corinne Hill, daughter of Betty and Curtis Hill, Reading, came into the world on June 2, at the Reading Hospital.

Anne Mitchell, the daughter of William and Sallie Mitchell, milks 50 Holsteins with her brother William, Jr., in a tie-stall, pipeline operation, on her parents 115 acre

farm. She also does relief milking as a parttime job for local dairymen.

Eager to start the month with a busy schedule, Anne continued on to the Reading Municipal Stadium to host Dairy Night for the Reading Phillies opener baseball game. There, with a milking contest included, the dairy night festivities generated much enthusiasm in the packed crowd with the "largest ever" banana split made in Berks County. The huge dairy concoction consisted of two gallons of chocolate syrup, one case of

whipped cream, one and one-half gallons of pineapple topping, one and one-half gallons of strawberries, one-half gallon of crushed cherries, 64 bananas, 5 pounds of crushed peanuts, and twelve and one-half gallons of ice cream. It took more time to make the split than it took to eat it. The crowd consumed it in about five minutes.

Also appearing with Mitchell, was the Berks County Little Miss, Pamela Werley, Hamburg, and the alternate Berks County Dairy Princess, Rebecca Snyder, Oley.

With almost daily engage-



Anne Mitchell represented Berks County at the Philadelphia Ice Cream Extravaganza.

ments, Mitchell gave educational and promotional presentations at the Kempton Fair, the annual Dairy of Distinction Awards Banquet, and the Philadelphia Ice Cream Celebration. Encouraging milk promotion at many granges throughout the month, Mitchell also spoke to over 500 primary school children as they toured a local dairy farm.

Anxious to continue her promotional activities for the whole year, Mitchell states, "The consumer needs to be educated about dairy products. I believe if we (the farmers) can achieve this, there will be mutual understanding and respect between farm and city."

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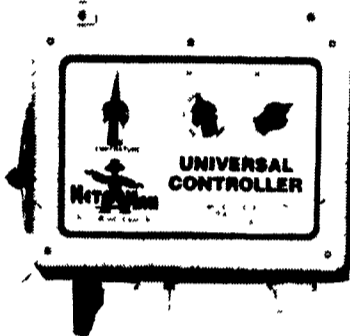
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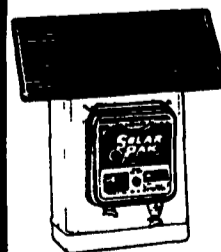
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