

# Dairy Promotion Is Year Long Activity



State Agriculture Secretary Boyd Wolff weighs milk collected during cow milking contest during a MAMMA baseball-milk promotional effort.

## VERNON ACHENBACH JR.

Lancaster Farming Staff  
KISSEL HILL — The sheer number and diversity of dairy promotion activities is evidence that June truly is dairy month.

An equally large number of ice-cream and dairy promotions lined up for July also attests that educating the public to dairy products is a never-ending job.

Both June and July annually receive the official designation via gubernatorial decree. But more so than by governmental proclamation, recognition of Dairy and Ice Cream months is carried out through dairy promotions.

The promotions range from local community efforts, those on a state or regional basis, to those widely viewed at a national level.

The reason for the various level organizations is to allow for as complete a penetration of information into the public as possible: local programs pit people in a one-to-one situation; state programs are directed at large audiences and transient crowds; and national programs try for even larger audiences.

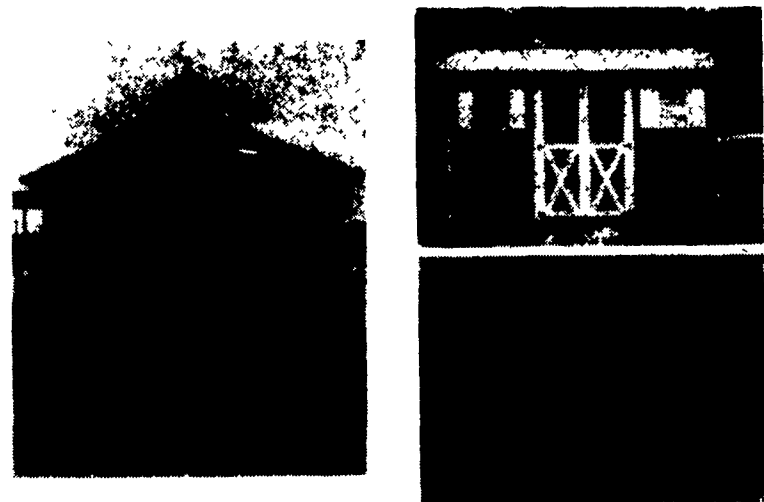
Through this variety of effort, June has seen cow milking contests at baseball games, dairy food give-aways, ice-cream samples in well-known public places, free



In-store dairy promotions usually include free samples of milk punch, dip, sometimes yogurt, informational publications and coloring books. Angie Spichler prepared vegetable dip for patrons at Stauffer's of Kissel Hill.

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frozen yogurt offered in malls, milk punch and vegetable dip stands in grocery stores, ice cream eating contests in shopping malls, and radio and television commercials.

Friday and today, in celebration of Dairy Month, the Franklin County dairy promotion program is holding its main observance with a "Dairy Days At The Mall."

An ice cream contest, with local high school athletes was held Friday afternoon.

Today, cooking demonstrations by members of the Franklin County Society of Farm Women Groups and free samples of frozen yogurt are on scheduled.

As the second highest county in Pennsylvania in milk production, John Shearer, county agent said the promotion recognizes the county's \$90 million-a-year dairy industry.

But promotions such as these are just a few of the promotions that have been taking place across the state.

Summer and fall, with county fairs and more people outside, are popular seasons for dairy promotion, but year 'round promotional events are conducted to some extent by all dairy promotion agencies.

Furthermore, each county's promotion effort can also include selecting a dairy princess, usually done during June, to represent the dairy industry at various functions.

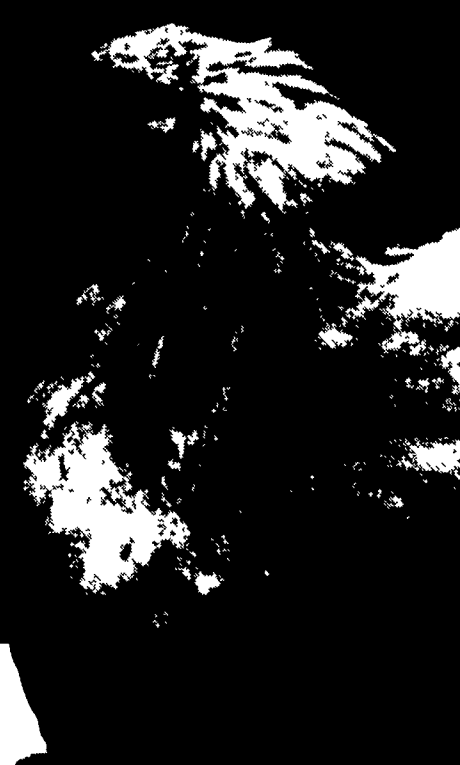
Later in the year, from the realm

(Turn to Page A22)

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