

Milk Carton Panels Deliver Message

TOWSON, Md. — Most people know that milk strengthens bones, but do they know that drinking milk can also rattle their bones, too?

Starting in May and running throughout the summer, more than seven million milk carton side panels will offer milk drinkers big discounts on admission to area amusement parks as part of the Middle Atlantic Milk Marketing Association's year-long side panel program created to increase milk sales.

By redeeming the special side panels and REAL Seals, milk drinkers can take advantage of this money-saving offer at Hershey Park in Hershey; Great Adventure in Jackson, N.J.; and to Wild World in suburban Washington, D.C.

Hershey Park, Great Adventure and Wild World draw a combined attendance of more than 5 million annually — sure to make this offer a popular one and to give consumers another reason to buy more milk. The best part about the side panel program is that it enhances milk sales at little or no cost to the Mid-Atlantic dairy farmers.

As the licensing agent for the REAL seal in the Middle-Atlantic area, MAMMA must continue to provide an incentive to those dairies who use the REAL seal on their products through offers like this.

These special side panels also offer a challenge to those dairies who do not use the REAL seal to ask themselves, "why not?"

Heritage Dairy of Thorofare, N.J., has just become licensed to use the REAL Seal on their packaging. According to company president Jack Heritage, the reason he is adding the REAL Seal is so that he may take advantage of MAMMA's Great Adventure side panel.

Also, the side panel offers make consumers aware of the REAL seal and provides an incentive for them to purchase those products carrying the REAL seal so they may

redeem them on money-saving discounts at little or no cost to the Mid-Atlantic dairy farmers.

Participating dairies in Pennsylvania are: Kreider Farms, Longacre Modern Dairy, Rutter's, Crowley, Clover Farms, High's, Wengert's, Rosenbergs, Oregon Dairy, and Landhope.

In Maryland are: Giant Food, Dairy Maid, Safeway, Greenspring, and Stop, Shop; in Virginia is Shenandoah's Pride.

In New Jersey are: Heritage Dairy and Cumberland Dairy.

The Middle Atlantic Milk Marketing Association is the dairy farmer funded advertising and promotions agency for milk and dairy products for its members in Pennsylvania, Maryland, New Jersey, Delaware, Virginia and West Virginia.

This logo for Hershey Park, and others offering discounts for Great Adventure and Wild World are to soon be seen on side panels of more than seven million milk cartons from a number of dairies within the Federal Order 4 milk marketing area. The promotions for discounts are expected to also promote milk sales, as part of program from Middle Atlantic Milk Marketing Association (F.O.4). The entertainment parks draw a combine attendance of more than five million each year.

Drinking Milk Not Only Strengthens Bones, It Also Rattles Them.



Buy 3 Hersheypark Tickets And Get 1 Free.

Now when you buy three tickets at the regular price, you can get a fourth one free.

Just drink your milk and present this panel with four "REAL" Seals attached to it from any dairy products, at any Hersheypark ticket window. Valid Sunday through Friday during the 1991 season. Then get ready for our exciting new Sidewinder roller coaster.

It's bound to rattle your bones.

HERSHEYPARK

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Junior Broiler Contest Sees Record Gain

NEWARK, Del. — The annual Delaware Junior Broiler Contest marked its 41st year with 52 participants and 45 completed entries from youths across the state.

Dan Palmer, University of Delaware Cooperative Extension poultry specialist and coordinator of the program, said the contest encourages young people to learn how to grow broilers.

He noted that this year's top entry had an average weight of 6 pounds, representing a phenomenal one-pound-per-week gain.

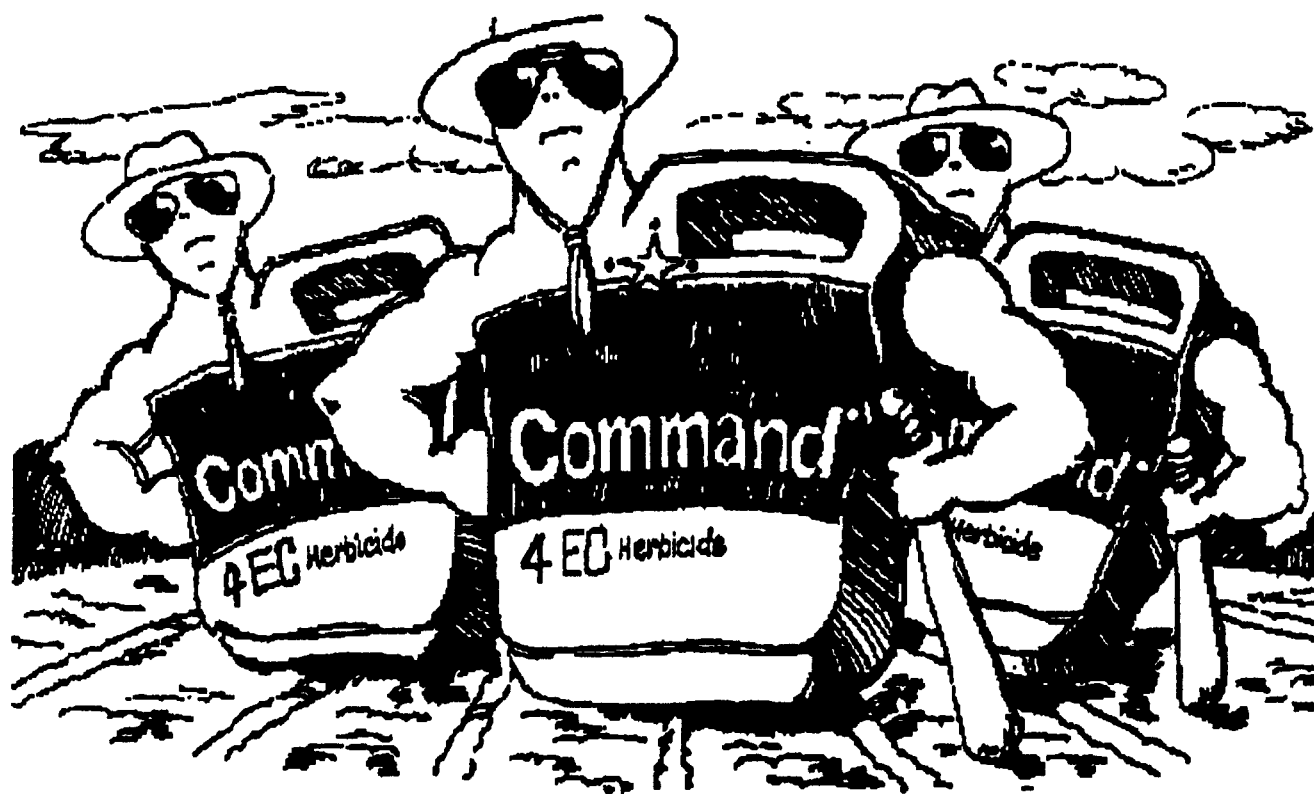
First place went to Kevin Evans, Bridgeville. He received a cash award of \$50 in addition to a \$50 savings bond and a bonus award of \$15 for the heaviest entry. His seven birds weighed 42 pounds.

Karen Hudson, Harrington, took second place with her entry, for an award of \$45. Wendy Webb, Greenwood, Del., netted third place with an award of \$35. Fourth place went to Sam Dixon, Clayton, for a \$25 award.

The Junior Broiler program, sponsored by Delaware Cooperative Extension and the Delmarva Poultry Improvement Association, is open to 4-H'ers, FFA members, and Junior Grange members. Boys and girls from 8 to 19 years old grow flocks of 50 chicks to market weight in 42 days. They must manage the flocks, keep accurate records, and buy feed for the chicks.

The contestants look for uniformity in size and conformation in selecting seven live broilers from their flock. The live birds are weighed in and prepared for inspection by industry judges.

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