

## Ida's Notebook

Ida Risser

As we have quite a bit of woodland on our farm, we also have a lot of fallen dead trees. My husband has been sawing this wood for our son to burn in his stove. Our daughter and son-in-law in Wyoming County also bought a new stove to help heat their house.

The year before we moved from the farmhouse, we installed a new furnace that burned wood but automatically switched over to fuel oil if the water temperature dropped. Allen spent most of that winter hauling very large chunks of wood in the wheelbarrow to satisfy the furnace's need for fuel.

I like trees and do not like to see them cut down as it takes so long to grow another to replace the one that is removed. However, our son in Atlanta has weeks of work because a big oak tree fell on the corner of his house. Now he must repair his chimney, the railing on the deck, the roof and replace the rain gutters. Till he gets all of that done, I'm not sure how he will feel about trees.

Recently, I reread a letter that

one of my sisters sent to me long ago. In it, she tells me that she feels that I got her interested in wild flowers. And, I in turn would say that my father got me interested in plants and trees. As we worked in the fields, he would name each weed that we hoed out of the tobacco field.

Often we do not realize how we influence others. Sometimes people will say to me, "Do you remember what you said?" No, I don't know but they remembered. Everything that we hear, see or read influences us in some manner. A teacher's influence extends beyond the classroom. Even in our families, there is no way to know what our children will remember about us.

## Breakfast In School Is Cool With Pizza

SYRACUSE, New York — Designed to increase milk sales through increased student participation in the School Breakfast Program, the American Dairy Association and Dairy Council's (ADADC) "Breakfast in School is Cool" promotion resulted in a six percent increase in breakfast participation across ADADC's region. New breakfast items such as breakfast pizza, egg in a cheese pocket, and pancake on a stick were offered to entice students to eat a healthy breakfast in school.

Cranberry the Clown, Raggedy Ann and Andy and Moo Moo the Cow, along with other notable celebrities, visited various schools to encourage students to eat school breakfast. Coloring, poster and slogan contests were conducted during the promotion with ice cream and pizza parties, t-shirts, stuffed animals, sport bags

and caps offered as prizes for best classroom participation.

To enhance the promotion, ADADC provided colorful neon posters and stickers to catch the attention of the students, brochures for parents, clip art and a list of school breakfast ideas for school food service directors. In addition to providing promotional materials, ADADC began marketing a new nutrition program to second grade teachers called Healthy Choices: Balanced Meals. This program reinforces the benefits of school breakfast while teaching students about the four food groups.

Fifteen media outlets, including television and radio stations in major markets, aired interviews with ADADC staff who focused on children's health and the importance of eating breakfast.

Research studies in Boston showed students who ate school

breakfast scored better on standardized tests than those who didn't eat breakfast. The same study showed less absenteeism and tardiness among students who ate breakfast. School breakfast not only helps students; dairy farmers benefit through increased milk sales since a carton of milk is a standard part of school breakfasts.

ADADC will continue in 1993 to work with food service directors and teachers in elementary schools by providing educational and promotional materials promoting healthy meals which include the four food groups. A refresher kit will be mailed to school in time for National School Breakfast Week in March.

The American Dairy Association and Dairy Council, Inc. is a dairy promotion organization representing dairy producers in New York, Pennsylvania and New Jersey.

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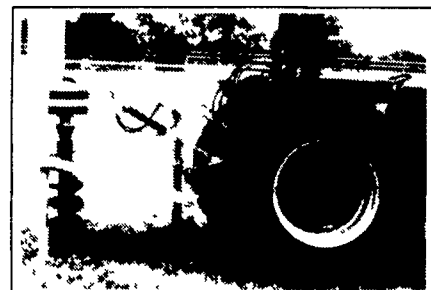
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