

On the Square Matches People With Product



This Graybill's Milk truck is parked on the northwest corner of Lancaster's Penn Square and is one of several dairy product distribution stands for the PDPP Lancaster Dairy Day On the Square promotion.



Rafael Garcia pours a portion of a half-pint of strawberry milk onto a strawberry shortcake a la mode for friend Monica Figueroa.

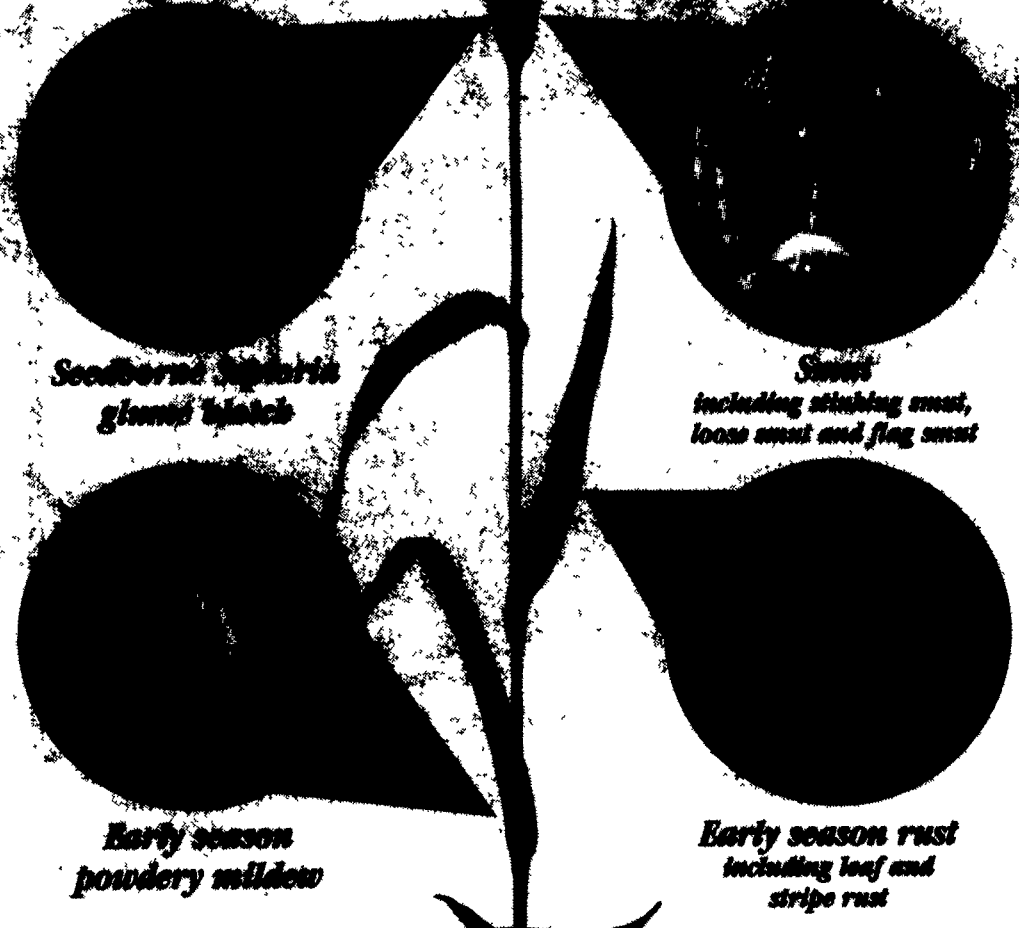
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2-percent fat milk from Turkey Hill. PDPP staff, volunteers, a num-

ber of dairy princesses recently crowned and retiring, and a couple of business representatives distri-

buted the products from stands set up on the northwest corner of the square.

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Smuts
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On the northeast corner of the square, Dennise Bollinger, daughter of Daryl and Ruby Bollinger, of Manheim, brought a very calm 4-year-old red and white Holstein cow, "Stephanie," to display to the public.

Adults and youth were constantly around Stephanie and Dennise, petting the cow and asking questions.

Located near Stephanie, in the square's gazebo, a woman musician sang and played Patsy Cline songs on a keyboard-based electronic system, as part of the city's program. There were also vendors with stands selling lunchtime treats, such as strawberry shortcake a la mode, pizza and balloons.

In fact, Rafael Garcia and Monica Figueroa, two people spending the midday exploring downtown Lancaster's markets and shops, had purchased strawberry shortcakes a la mode.

As they were walking near the Graybill milk delivery refrigerator truck, which was parked up on the red-brick of the open-square, one of the many dairy princesses mingling with the crowd handed half-pints of strawberry milk to Rafael and Monica.

After tasting the strawberry milk, the two decided to try a splash of the flavored milk on top of their strawberry shortcake deserts.

Garcia and Figueroa said they enjoyed the taste of the combination, and also the taste of the strawberry milk alone.

They also said they thought the dairy products promotion was a good way to introduce new products to the public.

"It's perfect," Garcia said. "We never had strawberry milk before and now we like it."

Figueroa said the knowledge of the health benefits of milk and dairy products are something that a lot of people are still missing. "This is good," she said. "A lot of people, they need the calcium, but don't know about it. A lot of people probably don't even drink milk (who should)," she said.

Those who organized and coordinated efforts to put on the promotion and those who volunteered time included Sandy Gross, the Pennsylvania state alternate princess; Marel Raub, Perry County dairy princess; Lynn Koinski, Berks County alternate dairy princess; Karen Heilinger, Lebanon County alternate princess; Jenny Bashore, Lebanon County princess; Stacey Habecker, last year's Lebanon County alternate princess; Angela Baker, retiring Lebanon County princess; and Joanna Landis, Chester County dairy maid.

Also at the promotion were Jan Harting, director of the state dairy princess program; Brian Ross, manager of the PDPP; Betsy Dupuis, in charge of communications and public relations for the PDPP; Rebecca Stumpf, PDPP summer intern; Dennise and Ruby Bollinger and representatives from Graybills, Kemp's Foods, and Coleman's Ice Cream.