

PSU Wins National Competition

STATE COLLEGE (Centre Co.) — The Penn State Dairy Science Club won first place in the Outstanding Chapter competition at the recent American Dairy Science Association Student Affiliate meetings held in College Park, Md.

This award is based on club activities, participation in meetings, and a club scrapbook or yearbook.

Placing second was Virginia Tech, followed by California Polytechnic State University-San Louis Obispo.

Penn State's Jayne Hess of Gettysburg placed second in the manufacturing division of the undergraduate paper competition with her presentation, "Changing Habits in Milk Consumption."

Beth Cooley of Allenwood presented a talk, "Yeast Additives to Dairy Rations," in the production division.

In the student activities symposium, Aimee Eoepchino of Hanover discussed the successful Adopt-A-Cow program.

Penn State Dairy Science Club president David Lentz completed his term as ADSA-SAD Officer-at-Large. The Penn State Dairyman placed fifth in the yearbook competition.

Several Penn state students re-



From the left, front row, are Jayne Hess, Beth Cooley, Brenda Mihallak, Marel Raub, and Dave Lentz. In the back row, from the left, are Bryan Herring, Howard Rayburn, Aimee Eoepchino, Terri Packard, Shannon Peterman, and Theron Kibbe.

ceived recognition for outstanding academic achievement. Students honored with gold, silver, or bronze awards included Brent Baker, Martinsburg; Lynnette Goodling, Selinsgrove; Rodger Keith, Martinsburg; Eugene Kreitzer, Fredericksburg; Thomas McCauley, Elizabethtown; Peter Mozes, Greenville; and David Wascak, Dunbar.

The meetings were well-attended and provided students from around the nation opportunities to share ideas and discuss new programs. Other participants from Penn State included Bryan Herring, Farmington; Theron Kibbe, Wellsville, N.Y.; Brenda Mihaliak, Willington, Conn.; Terri Packard, Troy; Shannon Peterman, Muncy; Marel Raub, Dun-

NDB Brochure Provides Recipes

ARLINGTON, Va. — The busier consumers get with work and summertime fun, the less time they have to prepare meals. And although a lot of meals are eaten outside the home, market research shows consumers still like a homemade meal. Stocking their freezers with "heat 'n eat" meals made in their own kitchen may be just the right solution.

The leaflet "Do-Ahead Dairy Dishes," developed by the National Dairy Promotion and Research Board, builds on that solution with dairy recipes and tips for freezing and serving meals.

The "Do-Ahead Dairy Dishes" leaflet is part of the most recent National Dairy Board Supermarket Kit that includes: a sample recipe card, a backgrounder on the proper handling, storing and freezing of dairy foods to keep them at their best, clip art to be used in the stores' advertisements, on milk cartons or on shopping bags, a color photo of a finished recipe for use in a newsletter, and an order form for additional materials.

Each year, the National Dairy Board distributes two Supermarket Kits with free dairy information

cannon; Howard Reyburn, Oxford; and Matthew Wanner, Narvon.

The group was accompanied by club advisers Lawrence Muller and Dale Olver.

materials tailored to a certain subject. For example, the kit mailed last fall featured materials highlighting the USDA's Food Pyramid and showed consumers how to fit dairy foods in a healthy diet.

Supermarket kits are distributed to more than 800 consumer affairs specialists and dairy merchandisers of major supermarket chains. They use the materials to help sell more milk and dairy foods through programs for their customers.

"Since the supermarket kits were mailed out in late April, we have received orders for more than 500,000 recipe leaflets," reports Maynard Lang, Iowa dairy farmer and chair of the National Dairy Board's Public Relations Committee. "Order numbers like that confirm consumer interest in dairy recipes that also offer convenience."

For a copy of the brochure, send a self-addressed, stamped envelope to: National Dairy Board, "Do-Ahead Dairy Dishes", 2111 Wilson Blvd., Ste. 600, Arlington, Va. 22201.

The National Dairy Promotion and Research Board, consisting of 36 dairy farmers from across the U.S., develops and implements a coordinated effort of promotion, research and communications to strengthen the dairy industry's image in the marketplace. This effort is financed by America's dairy farmers.

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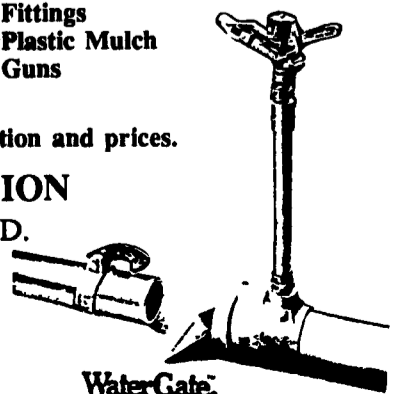
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