

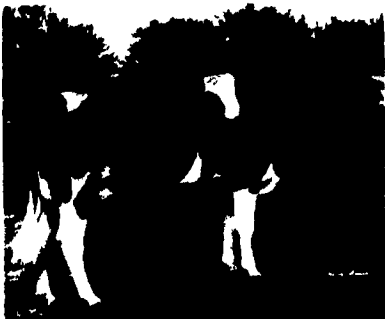
1993 All-Pennsylvania Holstein Winners Named

(Continued from Page A24)

JUNIOR THREE-YEAR-OLD



CS Owl Creek Count Bizzby
All-PA Junior 3-Year-Old
Eric Troutman, Mohrsville, PA



Reserve C Anchorvale Gabriella Pete
Megan Souder, Mechanicsburg, PA

Reserve Penn Gate Mark P Abbey
Steve & Chris Wood, Littlestown, PA



Reserve Globe Run CB Topgun Oslo
Lory Baker, McConnellsburg, PA

Hon. Men. Parkacres Starbuck Mia
Donald Eaton & Scott Bryer
Adamsville, PA

SENIOR THREE-YEAR-OLD



All-PA Miss Magic Flair
Barb Reisinger & Heidi Miller
Carlisle, PA



Reserve Hills-Hope Mark A Cindy-ET
David Hill, Shippensburg, PA



Hon. Men. C-Penlow Irma Jethro
Paul & Carolyn Moyer
Roaring Branch, PA

Hon. Men. Splendor Ridge Aften
Richard & Wilber Wheeler, Gillett, PA

FOUR-YEAR-OLD

All-PA Gor-Wood-D Jethro Buttermilk
Gordon & Dorothy Wood, Mansfield, PA

Reserve Aldina Inspiration Amber
Aldina Holsteins, Chambersburg, PA

Hon. Men. Helen Justa Beauty Trixie
Creedin Cornman, Carlisle, PA

FIVE-YEAR-OLD



All-PA Penn-Gate Beautician Clara
Steve & Chris Wood, Littlestown, PA



Reserve Solid Gold Rotate Easter
Mike & Cindy Weimer, Emlenton, PA

Hon. Men. Gor-Wood D Fond R Heavenly
Gordon & Dorothy Wood, Mansfield, PA

AGED COW



All-PA Campbell Run Vallant Joyce
Mark & David Campbell, Ford City, PA



Reserve Gor-Wood-D Jet Rona
Gordon & Dorothy Wood, Mansfield, PA



Hon. Men. Penn Gate Melrose Tinker
Steve & Chris Wood, Littlestown, PA

100,000 COW



All-PA Gor-Wood-D Vallant Racquette
Gordon & Dorothy Wood, Mansfield, PA

100,000 COW



All-PA Chris-Co BV Star Petra
George Christman, Chambersburg, PA



Reserve C Boltonia Warden Julie
Gor-Wood-D, Mansfield, PA



Reserve Never Rest M Chairman Anais
Justin McMurray, Eighty-Four, PA



Hon. Men. Gor-Wood-D Prophet Fayne
Gordon & Dorothy Wood, Mansfield, PA

BEST THREE FEMALES

All-PA Gor-Wood-D Holsteins
Gordon & Dorothy Wood, Mansfield, PA



All-PA Penn Gate Holsteins
Steve & Chris Wood, Littlestown, PA

Reserve Globe Run
John Foster, Jr. & Family
Petersburg, PA

Hon. Men. Amore Holsteins
Arthur Moore Family, Mercer, PA

PRODUCE OF DAM

All-PA Gor-Wood-D Warden Fond Memory
Gordon & Dorothy Wood, Mansfield, PA

Reserve Autumn-View Bootmaker Annie
Autumn View, Petersburg, PA

Hon. Men. Scotchman TT Judy
Jeff & Mary Kay Roche, New Oxford, PA

DAM & DAUGHTER

All-PA Meadow-Vu Harmony Carol
Meadow-Vu Sir Arn Cookie
Robert & Rhodena Eckstine
Mercersburg, PA

Reserve Dyar Acres Nike Prestar-Red
Dyar Acres Noreen Fortran-Red
Dyar-Acres Holsteins
Shippensburg, PA

Hon. Men. Autumn View Odyssey Angel
Autumn View A Star Anclie
Autumn View Holsteins, Petersburg, PA

Dairy Board Promotes Chocolate Milk

ARLINGTON, Va. — To help boost fluid milk sales, the National Dairy Promotion and Research Board is conducting a chocolate milk promotion this fall. Advertising began airing across most of the country on Sept. 27.

Supported by a 15-second commercial, the promotion positions chocolate milk as a snack, an eating occasion typically low for white milk consumption.

The goal of the promotion is to increase total fluid milk sales, so the campaign promotes all chocolate milk, whether ready-to-serve chocolate milk or white milk for mixing.

After the promotion, the National Dairy Board is to compare the impact on fluid sales of three advertising and promotion methods conducted during the seven-week campaign. In one set of markets, the National Dairy Board airs only white milk advertising on TV.

In another set of markets, white and chocolate milk advertising airs. In the third set of markets, white and chocolate milk advertising airs in addition to promotional activities for chocolate milk.

Each method will be evaluated based on the increase of total fluid milk sales in its respective markets. The board will also measure retail sales of chocolate syrups and powders in the various mar-

kets since many people mix their own chocolate milk at home rather than buy ready-to-serve chocolate milk.

The promotion and advertising will target kids, ages 6-11, and teens, ages 12-17.

Building on the chocolate milk promotion held last year, the National Dairy Board joined up with the American Academy of Pediatric Dentistry (AAPD). Dentists — members of the Academy — reviewed research (some of it funded by America's dairy farmers via the checkoff) about chocolate milk and its effects on diet, health and teeth. From that research, the dentists determined chocolate milk is a preferred snack.

To help support this fall's chocolate milk campaign, the National Dairy Board developed a brochure titled "Snacking and Your Child's Dental Health," with the AAPD. It was distributed to 740 supermarket chains for dairy merchandisers and consumers affairs specialists to order for distribution to their shoppers. Over 300,000 copies have been ordered to date.

For a free copy of the brochure, write to: National Dairy Board, "Snacking and Dental Health," 2111 Wilson Blvd., Ste. 600, Arlington, VA 22201.