



A group photo from left, Molly Moo, played by Lisha Mummert, Adams Co. dairy princess; Ivo Otto, MAMMA board chairman; the Phillie Phanatic; Jennifer Grimes, Pennsylvania Dairy Princess; and Boyd Wolff, Pennsylvania ag secretary.

Milk Promotion Goes 'Phanatical'

EVERETT NEWSWANGER
Managing Editor

HARRISBURG (Dauphin Co.)—Milk promotion went "Phanatical" at the Farm Show this week when the Middle Atlantic Milk Marketing Association (MAMMA) unveiled and introduced their new baseball star that will be featured in milk commercials and visit elementary schools to increase saging sales of milk to young students.

Yes, the new star is the big, green furry Phillie Phanatic, who appeared Sunday at the MAMMA booth in the main exhibition hall and was joined by "Molly Moo" the pink cow, Jennifer Grimes, state dairy princess and Boyd Wolff, state ag secretary. All these impromptu stars played their role well and had the large crowd catching and clapping with their antics.

In addition to the introduction of milk promotion's new baseball star, the participants introduced the "Dairy Derby" game show that was part of the exhibition.

"Dairy Derby" is the Hollywood-style game show created by MAMMA to educate consumers about the dairy industry and dairy products.

Contestants were selected from the crowd at the MAMMA booth, #348, in the Main Exhibition Hall, and competed by answering dairy

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Boyd Wolff, state ag secretary shares a laugh with the Phanatic.



The crowd laughs at the antics of the Phillie Phanatic

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