

# Milk Promotion

(Continued from Page B12)

related questions. Winners had the chance to earn cash and U.S. Savings Bonds.

Prizes were provided by Graybill's Dairy, Harrisburg Dairy, Hershey's Ice Cream, Keller's Butter, Kemps Foods, Lehigh Valley Farms, Lenkerbrook Farms, Rosenberger's Dairy, Turkey Hill Dairy, Wengert's Dairy and Weis Markets.

The MAMMA School Milk Initiative was developed and launched in late 1993 to halt the decreasing sale of milk in the Middle-Atlantic schools and to

focus on increasing milk sales among young students.

MAMMA has selected the Philadelphia School District to launch the School Milk Initiative because the district's school milk sales have steadily decreased in the past ten years. Also, with nearly 112,000 elementary students there is significant growth potential of the school milk market in this district.

School milk sales across the MAMMA market are for the most part at an all time low, a crisis that demands a comprehensive marketing plan as MAMMA has deve-

loped for the Philadelphia School Milk Promotion.

With MAMMA as the coordinator and funding agency for the Philadelphia School Milk promotion and with a number of partners contributing their efforts, there is a tremendous opportunity to increase school milk sales in 1994.

MAMMA's goal is to double the number of students currently eating school breakfast, which could generate 500,000 gallons in additional school milk sales for the year. The USDA requires that each breakfast includes a half-pint of milk.

To encourage student participation, MAMMA, working jointly with Joan Nachmani, Coordinator of Dietetic Services and Thomas McGlinchy, School Food Service Director, has developed an extensive "I Love Milk and Breakfast" contest involving all 183 elemen-

Lancaster Farming, Saturday, January 15, 1994-B15

tary schools and all of the 111,500 students.

The contest will be conducted March 7 through 11, 1994, but festivities to get students eating school breakfast will begin February 14 and continue throughout contest week with school visits by the Philadelphia Phanatic.

The Phanatic will visit more than 30 schools reaching nearly 23,000 students, to help create enthusiasm among the students for the school breakfast.

To extend the promotion to all schools which are not being visited by the Phanatic, each school will receive a Phanatic/Darren Daulton growth poster and students at all schools will be eligible to win baseball tickets for MAMMA's Dairy Day with the Phillies on Sunday, May 22.

Nearly 11,000 prizes will be awarded to students:

— 1,830 students will receive 2

tickets to the May 22 Phillies game.

— 9,150 students will receive Daulton/Phanatic growth posters on May 23.

In addition, each of the 111,500 students will receive a bookcover that carries a nutritional/dairy message. Balford Farms, the distributor of school milk in the Philadelphia School District, will be delivering all of the bookcovers to the schools during their regular milk deliveries.

School Food Service employees and other school VIP's will be MAMMA's guests at the Phillies baseball game on Sunday, May 22, in recognition of their efforts in bringing nutritional meals to the children they serve each day.

MAMMA's goal is to repeat this promotion in the larger school districts of Washington, D.C. and Baltimore County in the next two years.

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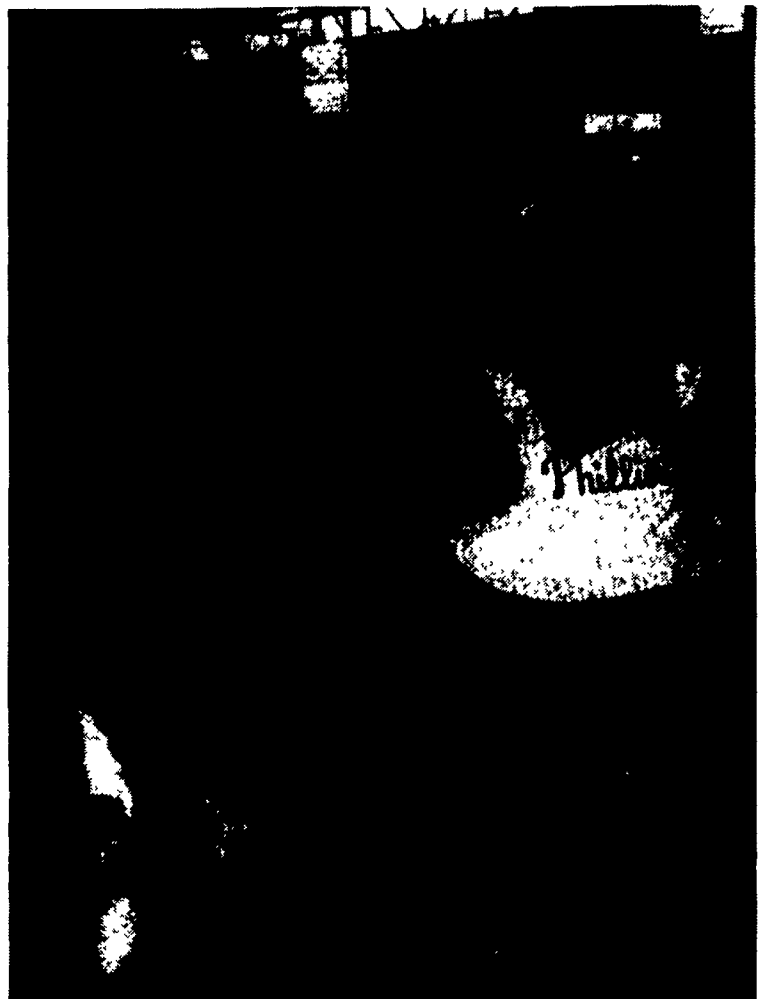
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Molly Moo and the Phanatic dance to the enjoyment of Jennifer Grimes, state dairy princess.



The Phanatic poses with the crowd.