

# Bovine Stars Bring Milk Message To Millions

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team received four-plus pounds of milk. Jennifer Grimes, Pennsylvania dairy princess, and Jim Barnett, Atlantic Dairy Association, calculated the milk weights. Ivo Otto, president of the MAMMA board, threw out the first pitch.

Meanwhile, the scoreboard kept flashing "Don't forget to drink your milk." And the Phillie Phanatic used crowd-pleasing antics to pretend to drink a gallon of milk to get strength to stomp on a Mets baseball hat.

Of course, the Middle Atlantic Milk Marketing Association (MAMMA) and its 5,000 dairy

farm family members sponsored the event. Fans at the game included more than 3,000 students and their guests from the school district of Philadelphia as a reward for drinking their milk in school. The students from kindergarten through sixth grades were winners in MAMMA's "I Love Milk at Breakfast" contest conducted during March as part of the Association's new school milk program.

Sunday was MAMMA's Dairy Day with the Phillies, and growth posters that featured Darren Daulton and the Phillie Phanatic were given to 25,000 fans ages 14 and under.



Cameras! Action! Now the world knows where milk comes from.



Andy Stoltzfus does a little physical therapy to get the cow ready to "let her milk down" before the milking contest.



Ivo Otto and Jennifer Grimes prepare to throw out the first pitch.

Back in March, MAMMA launched a school milk initiative to increase school milk sales in their marketing area. The Philadelphia school district was chosen for the first massive school milk promotion effort because of the large number of elementary students and the great potential for increasing milk consumption by expanding the school breakfast program.

According to Dick Norton, MAMMA general manager, school age children are a major target audience. "We want to get them into the habit of drinking milk when they are young," Norton said. "We are taking our marketing program into the schools not only to build current sales, but we also see this as an important step in securing future milk sales."

John Baldwin, president of Balford Farms who supplies the milk to the Philadelphia school district, told *Lancaster Farming* that the program was very successful. He said milk sales increased noticeably during the campaign.

More than 106,000 Philadelphia elementary school students participated in the month-long "Milk is Phantastic" campaign which featured MAMMA's new milk spokesperson, the Phillie Phanatic. Prior to the contest, the Phanatic visited 30 schools and performed a skit to excite and educate students about the importance of drinking milk and eating a nutritious breakfast every day. These schools were selected for the Phanatic assemblies because of their low student participation rate in the school breakfast program. After the visits, the number of students eating school breakfast increased an average of nearly 33 percent. In 127 other schools the number of breakfasts served each day during the contest week rose by nearly 18 percent.

While increases were expected, the primary goal was to retain a five percent increase or greater to generate a permanent growth in school milk sales. Measured one week after the contest, of the 157 schools participating in the contest, 97 achieved or exceeded the five percent goal of breakfast served each day, and 71 of these schools had at least a 10 percent increase. The long-term increase could mean as much as 1.6 million pounds in additional milk sales during the school year.

The school breakfast program is a federally-subsidized program created to assure that a nutritious breakfast is available to all children. The month-long promotion culminated with the contest. Only those students drinking milk and eating breakfast everyday during



Shawn Boskle, No. 45, umpires the low pitch for milk.

the contest week were eligible to win Phillies baseball tickets or Darren Daulton/Phillie Phanatic growth posters.

In addition to the prizes awarded to the contest winners, all students received neon colored book covers bearing a nutritional message, and all students received an oversize baseball card of the Phanatic with a

word puzzle on school breakfast on the back. MAMMA plans to return to the Philadelphia school district for the 1994-1995 school year to reinforce the school milk initiative.

By the time the last out was made at the ball game and the fans headed for the exits, the cows were already off to the tunnel leading

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Jim Barnett check the milk weights.

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