

## Dairy Fun At Farm Show

HARRISBURG (Dauphin Co.) — Pennsylvania's Dairy Promotion Partners will implement a variety of activities featuring milk and dairy products at the upcoming Pennsylvania Farm Show, Jan. 7-12, 1995 in Harrisburg. Together, these organizations will sponsor a butter sculpture, the third annual ice cream "Scooperbowl" fundraiser, "Dairy Fun Night,"

and a dairy promotion exhibit at the Farm Show Complex. Pennsylvania's Dairy Promotion Partners include American Dairy Association and Dairy Council, Mid East United Dairy Industry Association, and the Pennsylvania Dairy Promotion Program.

**Butter Sculpture**  
For the fifth consecutive year,

## Talking Cows Debut At Farm Show

HARRISBURG (Dauphin Co.) — The 1995 Pennsylvania Farm Show, to be held January 7-12, 1995 at the Farm Show Complex in Harrisburg, will be the setting for the "Rosie and Ellie" Show featuring animated talking cows.

The robotic characters, located at the Pennsylvania Dairy Promotion Partners' booth in the north building, will entertain children and adults with their programmable messages and animation.

"Rosie" and "Ellie" will host talk shows about topics such as nutrition, the Pennsylvania dairy industry, ice cream trivia, and other topics related to Pennsylvania's leading agricultural industry. The cows also have the ability to talk "live" to visitors at the booth. Throughout the day they will take breaks to chat with interested show-goers.

The Pennsylvania Dairy Promotion Partners — the American Dairy Association and Dairy Council, Mid East UDIA, and Pennsylvania Dairy Promotion

Program — will also offer T-shirts and sweatshirts for sale at the booth. The items will feature a variety of cow slogans and colors.

The Partners' booth will be open from 8 a.m. until 8 p.m. each day of the show except Sunday when the booth will be open from 11 a.m. until 5 p.m.

On behalf of Pennsylvania dairy farmers, the Partners also sponsor the Farm Show butter sculpture. Crafted with 800 pounds of real butter, the sculpture will be located in the main lobby of the Farm Show Complex.

This year's piece will be a tribute to dairy farmers and soldiers during World War II. An informative video accompanies the sculpture and explains the history of the dairy farmer and the contributions made by both dairy farmers and soldiers from Pennsylvania during the war.

Further information about the Pennsylvania Dairy Promotion Partners' booth is available by calling (717) 787-6903.

an 800-pound sculpture will be on display in the McClay Street lobby at the Farm Show complex. The 1995 sculpture will commemorate the 50th anniversary of World War II. Additionally, a video depicting the role of the dairy industry during W.W. II will be on display above the sculpture.

### Scooperbowl

The third annual ice cream "Scooperbowl" is a fundraiser which benefits the *Four Diamonds Fund* for children with cancer. The event will be Jan. 8 from 11 a.m. to 5 p.m. Farm Show visitors can participate in an "all-you-can-eat" ice cream event when a donation is made to the *Four Diamonds Fund*. Ice cream products are donated by area dairy processors.

A celebrity ice cream making contest will also take place with media personalities from eight Harrisburg-area radio and TV stations. Participants will develop and churn their favorite homemade ice cream flavors.

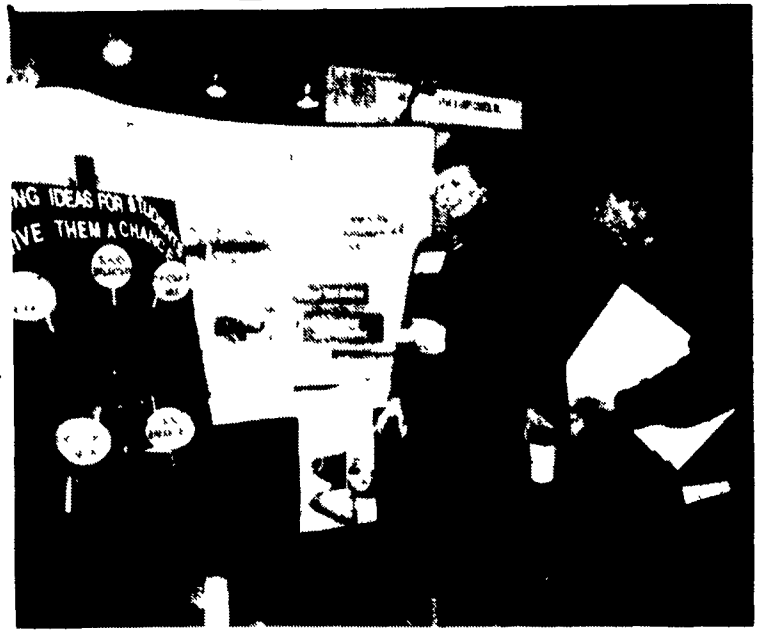
### Dairy Fun Night

The Dairy Promotion Partners will hold "Dairy Fun Night" Tuesday, Jan. 10, beginning at 6:30 p.m. Local media and agricultural dignitaries will compete in a series of events including Dairy Olympics, a cow milking contest and a cow-pie tug-of-war.

### Joint Exhibit

The Dairy Promotion Partners' joint exhibit, located in the North Building of the Farm Show Complex, will feature two 27-inch "cow robots." The cows will entertain Farm Show visitors as they share messages about the goodness of dairy foods.

Pennsylvania Dairy Promotion Partners conduct advertising, marketing, promotion and nutrition education programs on behalf of dairy farmers throughout Pennsylvania.



Ann Miller represented ADADC as one of over 500 exhibitors at the New Jersey School Board Convention. More than 10,000 school board administrators, board members and business officials attended the meeting, many of which stopped by to learn the benefits of chocolate milk as an excellent option to include in school feeding programs.

## ADADC Gives Chocolate Milk A Boost

SYRACUSE, N.Y. — Nutrition education specialists are promoting chocolate milk to school districts across ADADC's marketing area. Based on research that shows kids eat more food when they drink chocolate milk and the fact that chocolate milk does not increase hyperactivity, the promotion efforts are successful in changing chocolate milk perception.

The promotion efforts include a new 10-minute video focusing on the benefits of offering chocolate milk to students in school feeding programs. Three health professionals are interviewed in the video including a well-known pediatrician, a director of a WIC clinic and a researcher at New York University. The video encourages

school districts to offer chocolate milk by making the following points:

- Kids like chocolate milk
- Kids eat more of their meal when they have chocolate milk;
- Chocolate milk does not cause hyperactivity.

In addition to the video, brochures were developed targeting school administrators, food service directors and parents covering the same points. They were included in a mailing to every food service director in New York and northeastern Pennsylvania.

ADADC's consumer promotions staff are also working with milk processors to create more appealing packaging for chocolate milk.

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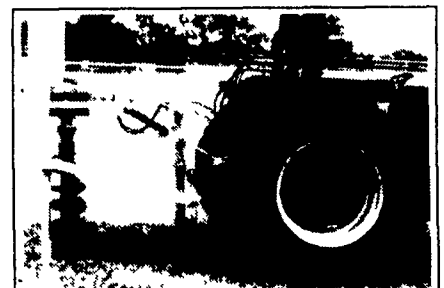
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