

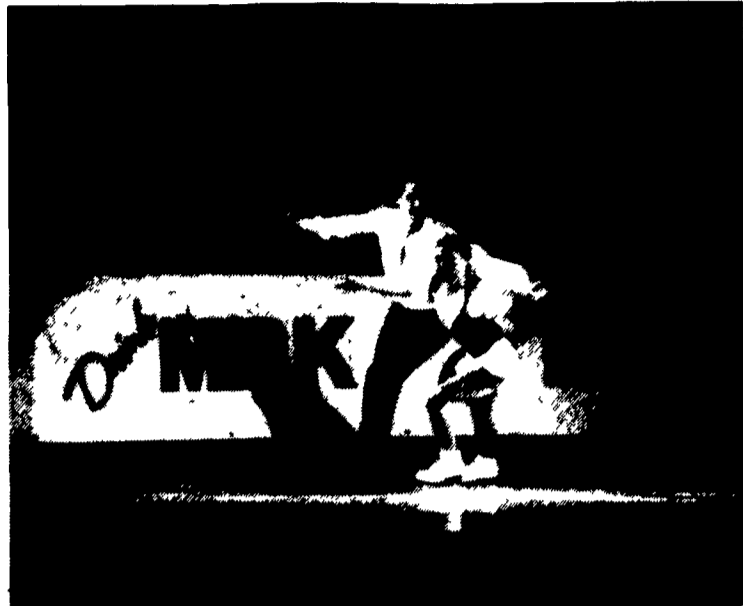
Dairy Association Promotes Milk At Ice Show

SYRACUSE, N.Y. — The American Dairy Association and Dairy Council, Inc. (ADADC) helped sponsor the 69th Annual

Coronation Ice Show in Lake Placid, N.Y. Marking the beginning of the winter sports season, the ice show

featured ADADC's new advertising campaign, "Milk - Help Yourself." The ads were featured in the programs, on dasher boards in the ice skating rink, on ski slope billboards, and on the vests of ski competitors. While enjoying the winter athletic events, fans were reminded to drink milk.

The ice show featured Maia Usova and Alexander Zhulin, Olympic Silver Medalists and World Ice dance champions. Stacy Martin, St. Lawrence County Dairy Princess and member of the St. Lawrence Figure Skating Club, was among the skaters at the ice show. The daughter of David and Teri Martin of Gouverneur, Stacy has aspirations to perform in the Ice Capades someday.



The American Dairy Association was proud to present the 69th Annual Coronation Ice Show at Lake Placid earlier this winter. The new advertising campaign, "Milk - Help Yourself." was featured in the programs, on dasher boards in the ice skating rink, on ski slope billboards and on vests of ski competitors. Winter sports enthusiasts were reminded to drink milk while enjoying the athletic events.

Food Editors Find Useful Items On Menu

CHICAGO, Ill. — Food communicators attending a recent International Food and Lifestyles Media Conference got a taste of social and safety issues that affect meat purchasing, thanks to two sessions sponsored by the National Live Stock and Meat Board.

More than 80 members of the food and lifestyle press and freelance writers attended the conference, held in Las Vegas, Nev., recently.

The Meat Board provided speakers who explored factors in two areas that affect today's meat shopping patterns: food safety and consumer trends that are taking

place in this country. Trends discussed include increasing ethnic diversity, an aging population and the rise of women in the workplace. According to Susan Parenti, assistant director of Meat Board Test Kitchens and Editorial Services, information provided will be highly useful to food editors.

"Food safety and social trends are areas of great interest, both to the media and the general population," Parenti said. "Within the meat industry, we understand the significance of these factors. Now food editors also have a better grasp of what the data means, in terms of the food we purchase and meals we eat."

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