

A Message of Gratitude To The Dairy Industry

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In the following chart we can see a comparison of how Dairy Council worked yesterday and today. It is apparent that the similarities of how this organization has worked over the years far out-weigh the differences.



Yesterday...

In the 1920s, Dairy Council gave nutrition classes in schools to help address the problem of under-nourished children.

In the 1930s, Dairy Council nutritionists logged their first radio broadcasts.

In the 1940s, Dairy Council provided defense plants with posters on good nutrition.

In the 1950s, Dairy Council helped initiate the Dairy Princess Program in Pennsylvania.

In the 1960s, "Geraldine" began to spread her nutrition message.

In 1972, the first Dairy Council school curriculum, *Big Ideas*, was published.

In 1985, an ice cream parlor and children's theater were opened at the Philadelphia Zoo.

Today...

Dairy Council staff works to promote school breakfast in the schools—an issue which addresses the problem of hungry children.

In 1993, Dairy Council staff logged over 27 hours of free radio and 15 minutes of free television time, reaching nearly 29 million consumers.

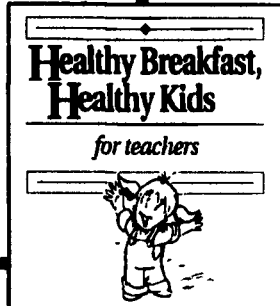
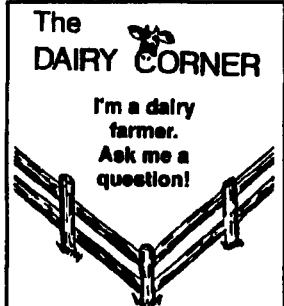
In 1990, Dairy Council's video, *Barbershop Talk*, was ordered for the American military serving in Desert Storm.

Today, Dairy Council nutritionists help, through workshops, to prepare the Pennsylvania dairy princesses to include nutrition information in their presentations.

In 1994, Geraldine became a television star when she made a public plea for a new home where she can continue to help teach young children about nutrition.

In 1993 - 1994, Dairy Council offered the new curriculum, *Nutrition It's Elementary*, to all second and fourth grade teachers in our service area.

On June 21, 1992, Dairy Council opened the new *Dairy Corner* in the Philadelphia Children's Zoo.



**Congratulations,
and thank you for
75 Years of Service**

To the community and
to the dairy industry.

Donald F. Copleand

Congratulations ...

**Dairy Council
on its
75TH Anniversary**



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On Your
75th ANNIVERSARY**

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