



Atlantic Dairy Cooperative and Dairy Council, Inc. *Partners for 75 Years*

For 75 years, Atlantic Dairy Cooperative has shared a special bond with Dairy Council, Inc. in supporting nutrition education and dairy promotion programs. It was Atlantic's predecessor, the Inter-State Milk Producers' Association, along with the Philadelphia milk dealers, who organized Dairy Council through a joint venture in 1920.

Dairy Council's original functions were health education, publicity and quality control. The organization worked closely with area school systems, teaching nutrition and health education programs. Dairy Council also participated in milk promotion and advertising. And during World War II, staff members helped the effort by selling war bonds.

Much of the credit for early milk quality control measures goes to the original Dairy Council. In the early 1920s, the city of Philadelphia did not control the quality of milk coming into the city. This soon became the job of Dairy Council through its Quality Control Department. The department,

initially charged with educational work to improve milk quality, was organized in early 1924 and was given the duty of inspecting farms, milk plants and milk supplies. The quality control work was eventually turned over to the Inter-State Association.

Today, Dairy Council continues its work primarily in health and nutrition education, working with school groups and area businesses. A major undertaking is an educational exhibit at the Philadelphia Zoo, which features milking demonstrations with live cows donated by Atlantic Dairy Cooperative members.

The partnership between Atlantic Dairy Cooperative and Dairy Council is still strong after 75 years. The two organizations continue to join forces to address public concerns about dairy and nutrition issues. They jointly maintain the Philadelphia Zoo dairy exhibit and work together to keep the farm community and general public informed of issues affecting their health and livelihood.

We wish our friend and partner a Happy 75th Anniversary and continued success in the years to come.



Employees of Dairy Council's Quality Control Department inspect cans of milk for freshness. (Circa 1924)