

# Dairy Council During The 1960s

## Reaching Millions Of People With A Sound Nutrition message

### Lifestyle Changes Affect Nutrition Education

Robert McKinley managed Dairy Council's staff through the 1960s into the late 70s. During the 60s Dairy Council kept up with the nation's consumers as they were becoming increasingly interested in living a healthy lifestyle and eating nutritious foods. Through health talks, literature, and exhibits staff continued to provide information throughout the organization's tri-state territory. Many miles were covered by staff to reach people with a contemporary nutrition message.

In the later part of the decade, DCI developed programs for preschoolers. A "Country Breakfast In The City" was launched for the press. For the first time, Dairy Council produced materials in Spanish for the Puerto Rican population.

Also at this time, the famous Dairy Council puppets performed their last shows.

Dairy Council used the appeal of Phillies baseball player Curt Simmons during this decade to help capture the attention of teenagers. Speaking in the schools on the importance of milk and good nutrition, students listened with full attention.

Sponsoring sports figures still exists today, as the Middle Atlantic Milk Marketing Association (MAMMA), together with Dairy Council, form partnerships to conduct breakfast promotions in many of the tri-state area's schools. Currently, the Phillie Phanatic has been sponsored by MAMMA to make appearances at many of these successful programs.

In the 60s, Dairy Council had a unique logo designed to capture the mission of the organization. The decorative device is made up of ancient symbols called runes. The double branched character in the circle was the runic symbol for cattle; the three wavy lines signified learning. This logo remained until the late 80s.



Yesterday...Sixties Phillies star Curt Simmons, sponsored by Dairy Council, talked at local schools.



Today...The Phillie Phanatic appeared at Delaware's Darley Road Elementary School in February 1994 as part of the school's breakfast promotion. Shown with the Phanatic are: (left to right) Lela Mummert, of MAMMA; Darley Road principal Robert King; Kim Doherty, Food Services Supervisor for the Brandywine School District; and Lisa Diewald of Dairy Council.

### 1960s

## Geraldine M-o-o—ves On The Scene



Yesterday...Geraldine is seen here larger than life in one of her more traumatic travels. She tries to convince a Philadelphia Policeman to spare her from a traffic ticket.



Geraldine, Dairy Council's life-sized fiberglass holstein, came to Philadelphia from the west coast to join the staff of Dairy Council in late May 1964. In this decade, she began making public appearances throughout the Delaware Valley, showing school children and adults just how unique a cow can be.

On the way to one of her many appearances over the years, she received a traffic ticket when she had vainly stopped to have her picture taken in front of Philadelphia's City Hall. Another high point in Geraldine's career was her week-long appearance at the Cherry Hill Mall. This marked the start of her important ap-

pearances in public places where she could easily capture the attention of the community and in turn teach them the importance of milk and nutrition.

Today, Geraldine is still known to make personal appearances—most recently in 1991 at the Academy of Natural Sciences' "Cows: Fact & Fancy" Exhibit. Geraldine had made her permanent home at the Philadelphia Civic Center until its recent closing. It is the hope of Dairy Council that Geraldine can now find a warm and friendly place where she can be with children and continue her mission of helping to provide nutrition education.



Today...Getting attention 1990's style, Geraldine recently appeared on television to make an appeal for a new home in an educational setting. Here, Philadelphia's WTXF-TV 29 reporter, Gerald Kolpan, makes a humorous appeal for a "home" for Geraldine. Dairy Council received many calls in response to the television spot.