

1970s

Getting The Nutrition Message Out

Nutritionists were often quoted in newspaper articles as they responded to the readers' increasing interest in balanced diets and sound nutrition advice. Radio interviews also carried out the mission of providing scientifically based nutrition information.

In the early 70s, Dairy Council introduced *Big Ideas*, a curriculum for children from kindergarten to sixth grade. For the first time, the nutrition staff offered inservice programs to teachers, explaining the curriculum, and teaching them basic nutrition concepts. Thousands of school children were then taught lessons in nutrition. This was probably the first nationwide nutrition curriculum.

Exhibits were held and nutritionists spoke to visitors at local malls. These programs were a strong part of Dairy Council's work through the 70s and mid-80s.

It was also at this time that the staff began to sponsor graduate courses and symposia with local colleges.

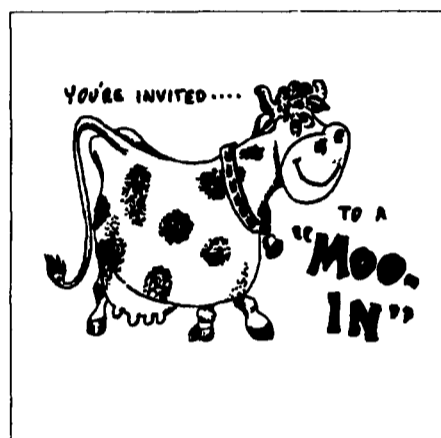


Ray Weber, executive director throughout the 70s, explains the finer points of milking a cow to WPVI-TV's Captain Noah.

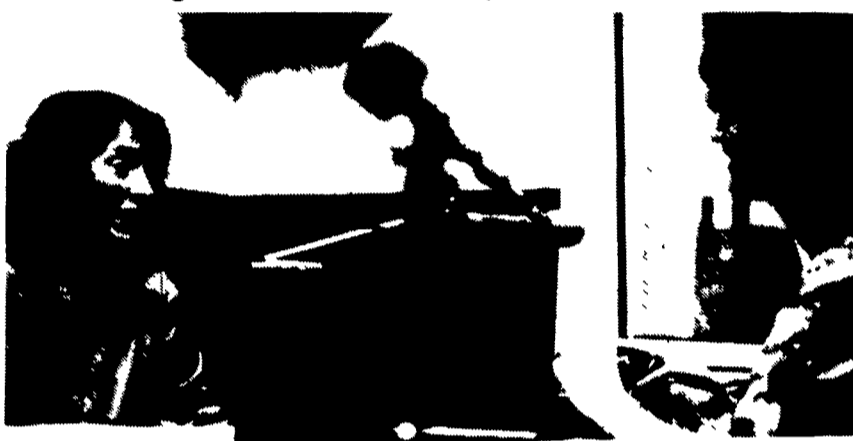


Print Media Recognizes Honest Nutrition Knowledge

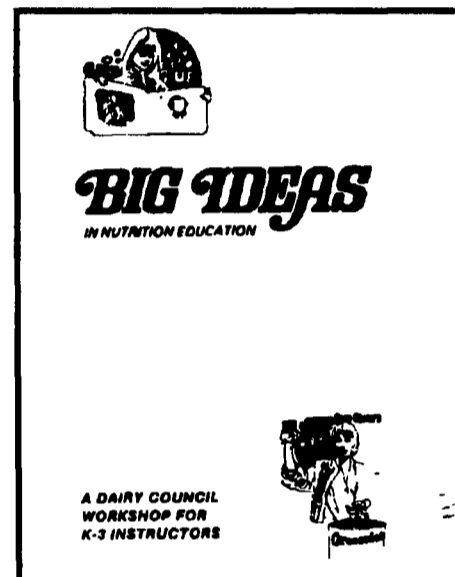
Print medium contacts were made strong during the 70s in order to communicate Dairy Council's nutrition message.



The Moo-In exhibit was a popular event at local malls.



Regular interviews on radio help communicate nutrition messages to a larger audience. Here Diane Cordell, nutrition educator, is interviewed on WKDN-FM.



1970s

A Decade Of Building Alliances

During all of this decade and into the 80s, Terry Heller directed Dairy Council's nutrition education activities. Strong alliances were built with the local dietetic associations and other nutrition organizations.

In 1979, torrential rains brought flood waters which nearly destroyed Dairy Council's offices. Throughout the building the water leveled off at three-feet. Staff pulled together to clean up and preserve what records were salvageable.



Exhibiting was just one of the many services Dairy Council provided. Here, Terry Heller, director of the nutrition staff, offered information on diet and nutritious eating.

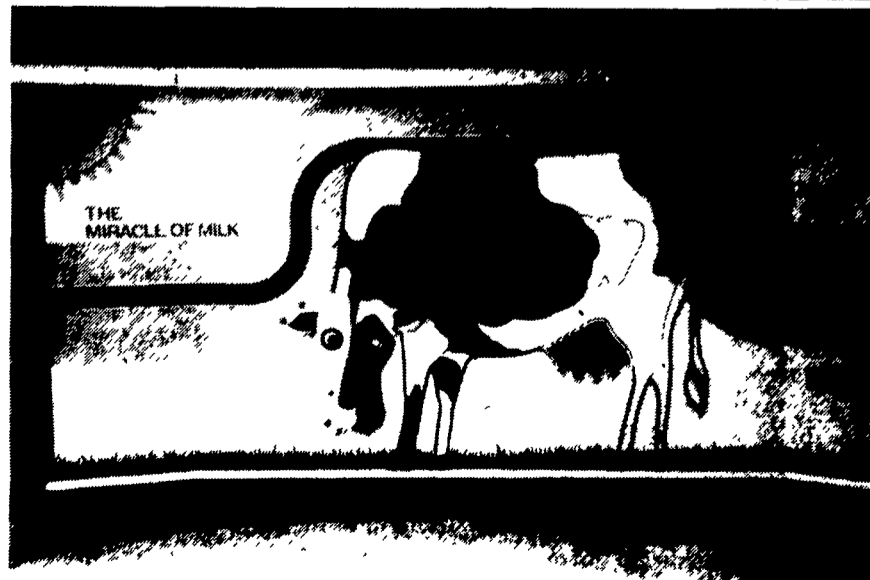
Building Your Dairy/Dairy Council Trivia Knowledge

Did you know that...

- The "Real Seal" is the official dairy symbol.
- Pasteurization destroys bacteria in milk.
- Tankers are the trucks that transport milk.
- It is milk that "does a body good."
- Yogurt is a popular 90s high calcium spoon food.
- Plastic milk containers were introduced in 1964.
- Blair is the western-most county in DCI's territory.



In 1970, farmers received \$5.59 per hundred pounds for all milk sold. And at the supermarket, consumers could buy a half gallon of milk for 57 cents.



In 1974, the Philadelphia Zoo's dairy area expanded, adding the "Miracle of Milk" as a permanent exhibit. At this time the trailer was retired from active duty.