

The 1980s Usher In New Consumer Nutrition Awareness

Robert McSparran led the Dairy Council Board of Directors as its president through the 80s to the present day. Dairy Council moved with the times as the consumer became more sophisticated and committed to healthy diets.

A growing emphasis on fitness and health coincides with tighter schedules for American families, with less time to spend in the kitchen and with food choices. At the end of the decade, 7-out-of-10 households owned microwave ovens. Food safety became a major issue and sophisticated packaging and advertising often left the consumer confused and cautious.

In 1980, over 450 workshops were given for educators. The next year over 10,000 educators were reached through workshops for the new *FOOD... Your Choice* curriculum.

In the early 80s, Nutri-Runs for Fitness were co-sponsored by Dairy Council and the Philadelphia Dietetic Association. In 1984, the last sponsored run, over 800 people gathered in Center City Philadelphia for the 10K event.

In 1985, the Pennsylvania Dairy Promotion Board funded five new counties for Dairy Council to service: Northampton, Lehigh, Berks, Carbon, and Schuylkill.



DCI's Nutri-Runs were family affairs. Here, mom and baby watch Dad in the race. The tee-shirts were provided compliments of MAMMA.



Over 800 people are seen running in Dairy Council's Nutri-Run near the Philadelphia Museum of Art.



FOOD...Your Choice was introduced to Schuylkill County educators at a special breakfast/learning session in 1989. Seen from left is Lila Darling, DCI nutrition educator; Edward Brewer, superintendent of Pine Grove Area School District; and Catherine Pasierb, third grade teacher for Tremont Elementary.

1980s

Working Together —Eighties Style

The 1980s was a decade of partnerships. Through the efforts of the Board of Directors, an ice cream parlor and children's theater were opened at the Philadelphia Zoo in 1985, making dairy

products available to the many visitors. Special projects were developed in cooperation with Sharswood Elementary School in Philadelphia, and with the Academy of Natural Sciences.



In 1988, Dairy Council and MAMMA adopted the Sharswood Elementary School in South Philadelphia, in order to promote good nutritional habits to the youngsters. Here, the 76ers "Big Shot" makes a hit with Dairy Council's Cool Cow. The kids from the Sharswood School enjoyed their antics during the Adoption Ceremony.



Zoobilee meets the President of the Board ...and makes the Six O'Clock News. Zoobilee, a new milk cow at the Philadelphia Children's Zoo was donated by Dairy Council, the Atlantic Dairy Cooperative, and Pennwell Farms. Shown left to right: DCI Executive Director Jan Stanton; DCI Board President Robert McSparran; and Penrose Hollowell of Pennwell Farms.

Later, two of the local Philadelphia television stations covered Zoobilee being milked for the children visiting the zoo. She was the star of the Six O'Clock News on Channel 10 and Channel 6.



Dairy Council helped to fund a four-month "Cows! Fact & Fancy" exhibit at the Academy of Natural Sciences in 1989. This included a live cow in residence, a make believe trip through a cow's stomachs, a photography display, and workshops for teachers entitled "From Moo To You: Cows, Food and Nutrition."

