

1994 Annual Report Highlights

Continuing A Tradition Of Leadership In Nutrition Education

Reaching Educators and Health Professionals Through Programs

In 1994, over 2,300 teachers, school nurses, coaches, food service personnel, and health professionals attended Dairy Council workshops or meetings with DCI-sponsored speakers

Over 350 home economists, dietitians, and other health professionals attended regional seminars on labeling and osteoporosis

DCI arranged five sites for a national teleconference, *Cow's Milk: The Controversy*, which provided research information to over 100 health professionals.

Through the **LIFESTEPS®: Weight Management Program**, 36 new leaders were trained -- who in turn provided a total of 40 new programs -- reaching 544 participants.

Requests for the recorded nutrition audio messages produced for use over a school's public address system continued



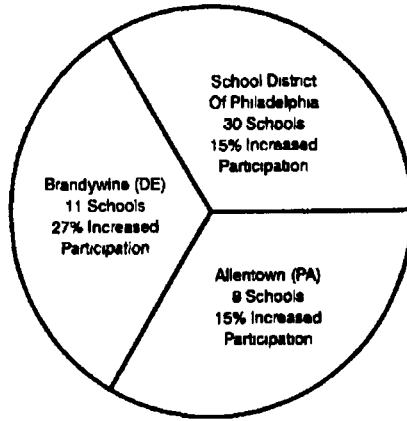
On November 15, 1994 DCI co-sponsored with the Philadelphia Dietetic Association and the Delaware Valley Chapter of the Society for Nutrition Education, a regional conference on the growing problem of osteoporosis and its prevention.

to grow In 1994, over 300,000 students were reached through the announcements which were sent out three times during the school year.

School Breakfast Promotions Increase Student Participation

DCI staff continued to emphasize the importance of the National School Breakfast Program through district-wide promotions The goal of each of these was to help the districts achieve a greater participation in existing breakfast programs.

School Districts Participating In DCI Breakfast Promotions



Near the end of 1994, DCI began a year-long promotion in one school just beginning a breakfast program in the Gloucester City, NJ School District. Participation in the first two months of this program, augmented by Dairy Council's nutrition component, has been consistently at 50% Data collected through this project will aid other NJ districts in planning school breakfast programs.

Providing Nutrition Materials

This year, DCI introduced *Mealtime Sampler*, a newsletter sent to over 4,200 food service professionals. The staff developed and sold over 60,000 nutrition placemats to preschools. Through its libraries, DCI loaned over 735 books and 972 videos.

Health professionals ordered over 30,000 brochures on osteoporosis, women's health, and calcium in 1994. In 1993-94, DCI placed a total of 5,326 *Nutrition...It's Elementary* curriculum packages--reaching 60% of all 2nd and 3rd grade teachers in our territory. Over 1,300 of these were placed in 1994.



Over 233,014 pieces of nutrition information were mailed to DCI customers by the Sales and Customer Service Team. Shown (from right): Pat Tyson, Dawn Reynolds and Mark Shaw.

Reaching Consumers Through The Media

During this year, Dairy Council reached over 40,000,000 consumers through radio and television, and over 400,000 consumers through newspapers and magazine articles with a consistent, scientifically sound nutrition/calcium message.

In 1994, farmers received \$13.35 per hundred pounds for their milk. At the supermarket, the consumer could buy a half gallon of milk for \$1.15.



- ACROSS**
- Long-term Girard Ave. education partner
 - Mineral found in milk
 - 1958 DCI sports spokesperson
 - Healthy muscle nutrient in milk
 - Lbs. of fluid skim milk to make 1 lb. of nonfat dry milk
 - Highest milk producing state
 - Smallest state where DCI conducts programs
 - Children need ____ cups of milk daily
 - Name suffix used by DCI dietitians
 - DCI's upstairs neighbor
 - Dairy "royalty"
 - DCI's current newsletter
 - Official dairy symbol, ____ Seal
 - First female DCI executive director
 - 1920 Inter-State Producers' Ass'n President who founded DCI
 - Destroyed by pasteurization
 - Truck used to transport milk
 - "It does a body good"

- DOWN**
- High calcium spoon food
 - Original name of DCI, ____ Dairy Council
 - DCI's president
 - National affiliate of DCI
 - DCI's teaching tools of long ago
 - Famous traveling fiberglass cow
 - Brittle bone disease
 - DCI's weight management program

- First colony to have cows
- Animal with 4 stomachs
- Primary DCI customers since 1920
- Type of milk container introduced in 1964
- Site of DCI's first play
- In 1935 DCI moved to 20th & ____
- Western-most county in DCI territory

Dairy Council Trivia Puzzle

