

Bovine Stars Make A Pitch For Kids To Drink Their Milk

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PHILADELPHIA — From the natural green pastures of Morgantown to the artificial turf in Veteran's Stadium, two of Andy Stoltzfus's Registered Holstein cows came to make a pitch for milk in front of 38,000 fans Saturday night. Like many of the Phillies' relief pitchers that make the trek from the right field bull pen, the Caernarvon milk pitchers, Shelly and Jofit, were a little stage shy as they entered the arena. It took a little halter pulling and tail twisting to get the milk stars on the mound.

The 2,000 noisy elementary students from the School District of Philadelphia, who were guests of the Middle Atlantic Milk Marketing Association, along with the antics of the Phillie Phanatic, was enough to make any home-bred, down-on-the-farm bovine draw back from this initiation to the turmoil of city life.

The whole ordeal is especially disconcerting when you are expected to do such private farm things like let your milk down between the pitcher's mound and home plate for two teams of city-bred media-types contestants who didn't know if they should pull, jerk, squeeze—or pump the tail.

At any rate, everyone had fun except the cows, and milk was rated up there with a homerun on the scoreboard.

This was all part of MAMMA's Dairy Day at Veteran's Stadium as a reward to the students for drink-

ing their milk as part of the "Milk Is Phantastic" school breakfast promotion held in March. This was the second year for the MAMMA/Phanatic promotion to increase milk consumption among children in grades kindergarten through sixth grade. The Phillies' mascot delivered a powerful milk and fitness message to the children in 22 schools with his rap song and skit all about milk and the importance of eating breakfast.

Nearly 120,000 children in Philadelphia's 186 elementary schools received pocket folders for their school work that carried the message, "Shoot For The Stars! Powered By A Healthy Breakfast With Milk!" on the front and on the back a colorful illustration showing the five food groups with the recommended servings for children.

Research shows that this promotion is one of the most powerful methods for increasing school meal participation used by the Philadelphia school food service. MAMMA conducted an "I Love Milk at Breakfast" contest throughout the entire school district. Students who drank their milk with breakfast everyday during National School breakfast week were eligible to win either Phillies baseball tickets or a Phillie Phanatic Growth Poster. At the game youngsters under 14 received one of these Phanatic posters to remind them to drink milk everyday.

And the Phillies beat the Mets 10 to 8.



Jim Barnett, Atlantic Dairy Association, announces the winners of the cow milking contest.



A photo opportunity.

MILK
HELP YOURSELF



The Phillie Phanatic "helps" milk the cows?



The Andy Stoltzfus family from Morgantown move the reluctant bovine milk relief pitchers toward the mound.



Jim Fregosi, manager of the Phillies, greets Natalie Welch, Pennsylvania dairy princess, and Edie Ortiz, Jr., who was selected to throw out the first pitch.