

New Jersey Dairy Farmers: Milk A Cow By Hand

SYRACUSE, NY—When was the last time you actually milked a cow by hand? Do you still have the "golden touch?" The American Dairy Association and Dairy Council, Inc. (ADADC) has an exciting opportunity for you to show your talents.

To celebrate June Dairy Month, join ADADC at the second annual Dairy Day with the New Jersey Cardinals on Sunday, June 25, at Skylands Park in Augusta, New Jersey, at 1:00 p.m.

If at least five dairy farmers volunteer, a pre-game milking competition will be held against the New Jersey Cardinals, the 1994 New York-Penn League Champions. In order for the event to be a

success ADADC needs your support.

If you're an enthusiastic farmer who is interested in milking your way to stardom in front of 3,000 fans, call Susan Cavallaro at (201) 539-4670 to join the team. Space is limited, so call today!

In addition, a limited number of complimentary general admission tickets are available to local ADADC members and their families. From all attending members, a lucky winner will be selected to throw out the traditional first pitch with ADADC's mascot, Suzy Cow. Please call Stephanie Alleyne at (201) 539-4670 to reserve tickets. Also, post-game, join Welsh Farms and Keebler cookies

for an old-fashioned milk and cookies party!

ADADC is an advertising and promotion organization represent-

ing dairy farmers in New York, New Jersey and Pennsylvania.

American Dairy Assn. Provides Milk Truck Driver Training

SYRACUSE, NY—In an effort to create a better image for dairy products, the American Dairy Association and Dairy Council, Inc. (ADADC) has developed a "Driver Training Awareness Program." The program was created to enhance milk truck drivers' skills in handling dairy products and overall performance.

Welsh Farms in Long Valley, New Jersey, was the first processor to participate in the program. Held in Neptune, New Jersey, the

workshop was attended by Welsh Farms' home-delivery and wholesale drivers. The program covered product knowledge, personal appearance, proper care of company equipment and customer interaction. In addition, an overview of the dairy industry was provided to new drivers.

The responsibilities of milk truck drivers range from administration to shelf space control. With such a variety of duties, the drivers' performance and hand-

ling techniques only improve with additional knowledge and training, resulting in a better image for dairy products.

According to ADADC Processor Relations Manager, Bob Axelrad, "This is the first of several programs that will be available to processors in our New York, New Jersey and Pennsylvania area. I am excited about the positive feedback from the participants and look forward to providing this much-needed information to other processors."



JUNE DAIRY MONTH SPECIALS



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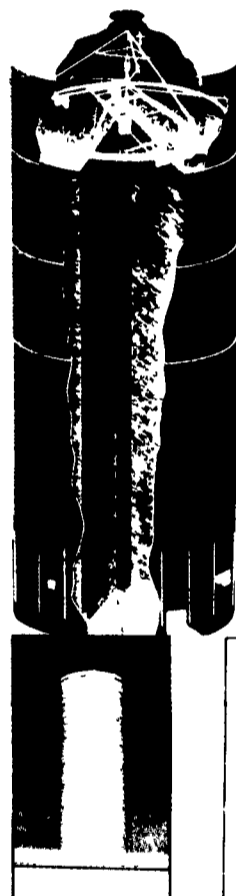


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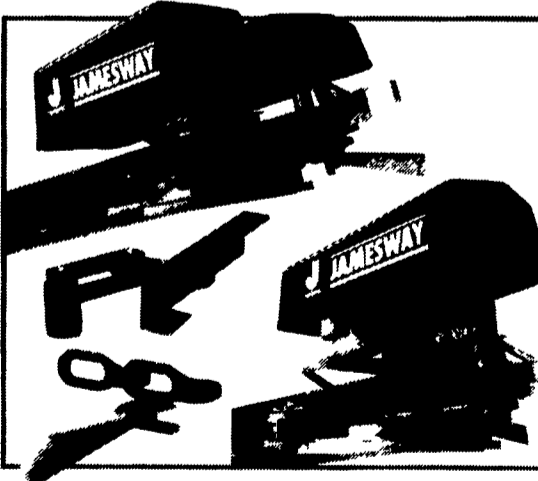
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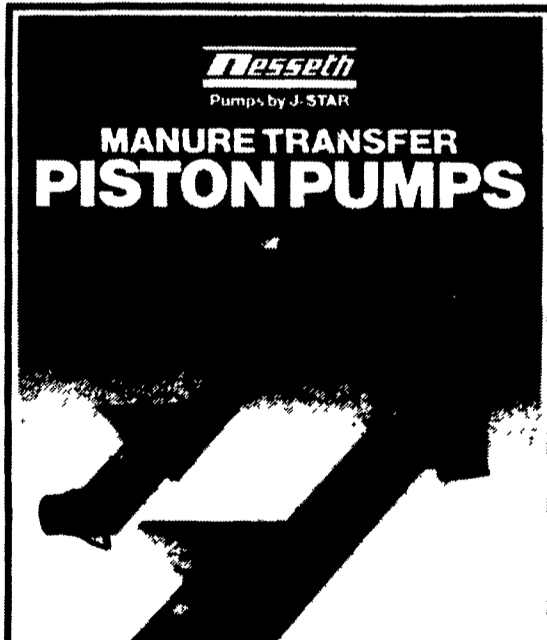
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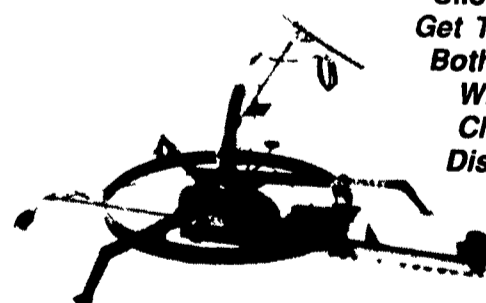
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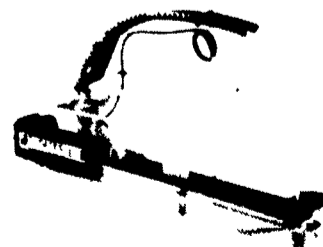
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