

Spencer, Rodgers Receive Dairy Science Association Awards

UNIVERSITY PARK (Centre Co.) — Two of Penn State's leading dairy scientists received awards at the 90th Annual Meeting of the American Dairy Science Association, held last month at Cornell University in Ithaca, New York.

Steve Spencer, professor of dairy science, received the *Alfa Laval Agri Dairy Extension Award*, which recognizes individuals who have made noteworthy contributions to the dairy industry. Spencer's work in milking management and systems related to hygiene, udder health and milk quality has led to new liner design for milking equipment, resulting

in reduced bacterial transmission. He is a widely sought international speaker, consultant, expert witness, and leader of professional societies.

Gary Rodgers, associate professor of dairy and animal science, was presented with the *Young Scientist Award* of the Northeast Section of the American Society of Animal Science/American Dairy Science Association. The award honors Rodgers for his contributions to the animal sciences in teaching and research. Rodgers is recognized for his work with the physical traits of dairy cattle and their relationship to productive herd life. His Expected New Re-

venue\$ (ENRS) index has proven useful to the breeding industry in ranking sires. The ENRS concept incorporates information on the most important production and physical traits as well as the associated costs. Lists of sires ranked on ENRS are published twice a year both electronically and in a leading trade publication.

Mid-East Changes Name

COLUMBUS, Ohio — The Mid East United Dairy Industry Association Board of Trustees recently voted to change the name of the corporation to American Dairy Association and Dairy Council Mid East.

The new name capitalizes on the existing equity of the American Dairy Association in advertising, retail and foodservice marketing, and processor relations. Dairy Council is a highly recognized name with schools, health professionals and the media.

"American Dairy Association Mid East and Dairy & Nutrition Council Mid East, the current divisions of Mid East UDIA, have been doing business for more than 50 years under their respective names in this region," said Scott Higgins, general manager.

"By renaming the corporation to American Dairy Association & Dairy Council Mid East, the promotion program will have more immediate recognition with the dairy industry, the market and consumers."

Mid East UDIA is the dairy-producer funded advertising,



Gary Rodgers



Steve Spencer



Dairy Council's Michael Smith, right, accepts the Berny from Ron Burke, WCAU-TV.

Dairy Council Wins Berny Award

SOUTHAMPTON (Bucks Co.) — The Public Relations Professionals of Southern New Jersey recently presented the Southampton Dairy Council a Berny Award for excellence and outstanding achievement in the practice of public relations. (The Berny is named after Edward Bernays, a pioneer in the creative practice of public relations.) Dairy Council won for their traveling nutrition exhibits, which teach consumers about proper nutrition. Dairy Council is a nonprofit nutrition education organization funded by local dairy farmers.

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Maryland Exports Ice Cream

ANNAPOLIS, Md. — Maryland Secretary of Agriculture Lewis R. Riley has announced that the Lee Ice Cream company out of Baltimore has received an order to send a 40-foot container of ice cream to South Korea.

The order resulted from contacts the company made at the U.S. Food Export Showcase in Chicago in May and will amount to some 200,000 cups of ice cream.

"We are extremely pleased that more and more Maryland food companies are selling their outstanding products around the world. This is good for Maryland business and Maryland agriculture. I congratulate Lee's Ice Cream for doing an excellent job

promotion, marketing and nutritional education organization serving Ohio, West Virginia, northern Kentucky and the Pennsylvania Dairy Promotion Program.

of promoting their product," Riley said.

The sale of Lee's ice cream to South Korea, marks the second major export shipment for the company. Earlier Lee's shipped ice cream to Saudi Arabia.

"What Lee's is doing is an example of what many other Maryland food companies are also accomplishing. Maryland value added food products can now be found in Europe, Asia, South and Central America and the Middle East," Riley said.

The Maryland Department of Agriculture has an aggressive international marketing program designed to promote Maryland agriculture and food businesses. For more information on the department's international marketing efforts contact the Maryland Department of Agriculture, Marketing Services, 50 Harry S. Truman Parkway, Annapolis, MD, telephone (410) 841-5770.

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