

# Dairy Fun At New York State Fair

## Dairy Farmer's Daughter Wins Ice Cream Essay Contest

SYRACUSE, NY — Eight-year old Dara Hanselman from Bloomville, NY, was named the grand prize winner in the New York "Why I Love Ice Cream" essay contest sponsored by the American Dairy Association and Dairy Council, Inc. (ADADC). The daughter of Ernie and Barbara, Dara was awarded a year's supply of ice cream, donated by Borden's, a mooring ice cream scoop and an ice cream t-shirt after reading her winning essay to dairy enthusiasts on Dairy Day at the New York State Fair.

The statewide essay contest was held for all youngsters, ages 8-10. Local dairy princesses throughout New York state conducted county contests by publicizing through newspapers articles, radio stations and school presentations. Winners were chosen in their local counties for prizes such as ice cream parties and ice cream freezers. Each county winner moved on to the state level, where the grand prize winner and two runner-ups were selected based on creativity, writing ability and knowledge and usage of product.

Dara says she loves ice cream because "it's sweet, smooth, made with lots of toppings, and made with delicious ice cold milk." According to her mother, Dara eats ice cream every day after school and will eat any flavor or combination of ice cream possible. The Hanselman family lives on a 200-acre farm in Delaware County where they milk 65 registered

Holsteins and Brown Swiss dairy cows. Dara is one of seven children.

Also reading their award winning essays were runner-up winners Amanda Adler, Seneca Falls, NY; and Susan DeBottis, Erieville, NY.

Here are the winning essays.

### Grand Prize Winner Dara Hanselman

I love ice cream because it is sweet, smooth, made with lots of toppings, and made with delicious ice cold milk. It's my favorite snack. I eat it in the winter, spring, summer, and fall. My favorite kind is vanilla but I'll eat any kind of ice cream. So come on grab a spoon and join me.

### Susan DeBottis Runner-Up Winner

I love ice cream because it comes in all kinds of colors. I love them all. I have an ice cream maker and I enjoy making ice cream with real cream and sugar in it. I love the names of the ice cream flavors like Rocky Road and Heavenly Hash. I love ice cream because it's healthy and it tastes good when you're sick and when you're healthy. Sometimes my family has sundaes for dinner. You can do so many things with ice cream and that's why I love ice cream so much!

### Runner-Up Winner Amanda Adler

I love ice cream for lots of reasons. It's cool on hot days and it tastes so good. It's something my family enjoys eating together and we make home made ice cream at



Posing with New York State Dairy Princess Jonelle Smith and Borden's district sales manager Randy Scroger are ice cream essay contest winners left to right: Amanda Adler, Seneca Falls, NY; Dara Hanselman, Bloomville, NY; and Susan DeBottis, Erieville, NY. All three winners received ice cream t-shirts and mooring ice cream scoops. As grand prize winner, Hanselman received a year's supply of ice cream, donated by Borden's.

most of our birthday parties. Ice cream is my favorite dairy product. It tastes great with toppings. There

are many flavors to choose from. My mom says that the best way to eat ice cream is in a cone because

there aren't any dishes to wash, and I love eating ice cream much more than washing dishes.

## Participate In Milk Mustache Contest

SYRACUSE, NY — You've seen the famous faces with milk mustaches in the magazines. Now milk mustaches aren't just for celebrities. The National Fluid Milk Processor Promotion Board is sponsoring a nationwide search for an alternative portrait to the models, athletes, and movie stars you see now. At the New York State Fair in Syracuse, the American Dairy Association and Dairy Council, Inc. (ADADC) promoted the nationwide contest by taking complimentary photos of fairgoers daily. Kick off day was Tuesday, August 29 at 10 a.m. and photo taking continued through Labor Day, Monday, September 4.

Pocket change is all that was

needed to enter. After purchasing a 25-cent glass of ice cold white or chocolate milk from the Rainbow Milk Bar in the Dairy Products Building, fairgoers posed with their best milk mustache. After dairy princesses snapped the picture, official entry blanks were given which explained a register receipt for a gallon of milk must accompany the photo by September 30. The winning smile will be the next full-page milk mustached personality in *Life* magazine. Fifty pictures were taken daily.

Farmers can participate too. Milk drinkers of all ages are encouraged to chug a cold glass of milk and then smile for the camera with some attitude of charm, char-



These fairgoers just had their photo taken with a frothy milk mustache and are anxiously awaiting the results. Allegany County Dairy Princess Kim Kellogg, second from left, served as photographer and shares their excitement.

isma or mystery. Send your photo and proof of purchase for a gallon of milk to the following address by Saturday, Sept. 30: Milk Mustache

Photo Contest, P.O. Box 8552, Prospect Heights, Illinois 60070. Don't miss this chance to make your lips famous.

ADADC is a dairy promotion organization that represents dairy producers in New York, New Jersey and Pennsylvania.

## Butter Sculpture Shows 'Everybody Loves Cookies And Milk'

SYRACUSE, NY — "Everybody Loves Cookies and Milk" was the theme of the 1995 Butter Sculpture, unveiled at the New York State Fair by the American Dairy Association and Dairy Council, Inc. (ADADC). Crafted from 800 pounds of butter in 84 hours over eight days, the sculpture features a milk carton and cartoon cookies and cupcakes. The

sculpture plays off the popular television commercial featured in the "Milk. Help Yourself" advertising campaign. Donated by DairyLea Cooperative and Milk Marketing, Inc., the butter comes

from O-At-Ka in Batavia, NY, and is donated to charity after the Fair. The butter sculpture has enjoyed a long and reputable existence at the Fair. For more than a quarter

(Turn to Page B15)



Onondaga County Dairy Princess Kim Fesko takes a Polaroid photo of these milk mustaches, while the ABC affiliate Syracuse television station captures the action for a feature story. For seven of the 12 days at the New York State Fair dairy princesses took photos of the first 50 milk mustaches each day. The American Dairy Association and Dairy Council organized the event as a local extension to the national milk mustache contest, where the winner's picture will be featured on the cover of *Life* magazine.