

# 'Everybody Loves Cookies And Milk'

(Continued from Page B14)

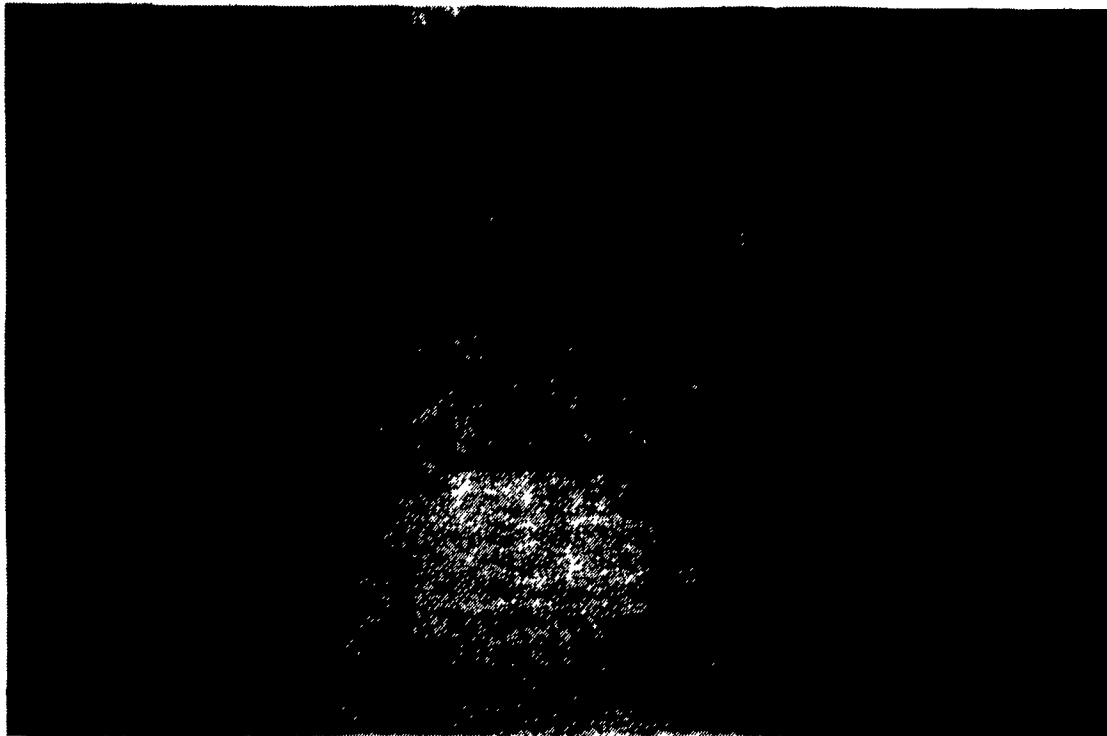
century, it has been the focal point of the Dairy Products Building, which houses the Rainbow Milk Bar, the Dairy Princess booth, a variety of dairy displays and lots of dairy products to purchase. The purpose of the sculpture is to emphasize the importance of milk and dairy products by creating an image that fits in with contempor-

ary lifestyles, symbols or personalities.

Prior to the Fair, a temporary problem with a generator was cause for concern, as Fair officials feared the sculpture would suffer the same fate as a similar sculpture at the Illinois State Fair. In early August, a life-sized cow constructed of 610 pounds of unsalted butter melted when electrical pow-



All three Syracuse television stations, the Syracuse newspapers and the top news radio station were on hand for the butter sculpture unveiling held prior to Fair opening. Here, sculptor Duke Epollito explains how the sculpture was created to the reporter at the CBS affiliate television station.



"Everybody Loves Cookies and Milk" was the theme of the 1995 New York State Fair butter sculpture unveiled 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 carton of milk and cartoon cookies and cupcakes as featured in the "Let's Go Out to the Kitchen" commercial, part of ADADC's "Milk. Help Yourself" ad campaign.

er to the cooler was turned off. In Syracuse, the temperature in the refrigerated case rose through the 60's before the problem was fixed.

While fairgoers were able to enjoy the butter sculpture as usual, the big news is the resurgence in

sales of REAL dairy butter. Annual consumption was just over four pounds in 1994, the highest it's been since 1977, and up 6% from the previous year (or 60 million pounds more butter sold). Market observers suggest several reasons for this steady increase in butter consumption: recent scientific stu-

udies questioning the health benefits of margarine, lower butter prices and the "pleasure revenge" — consumers seeking enjoyable eating experiences once again.

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

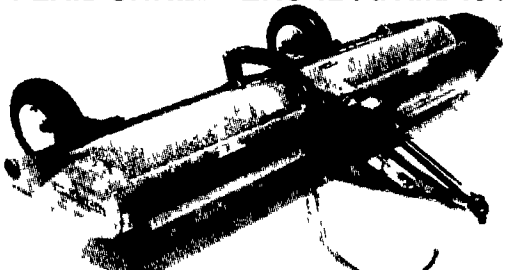
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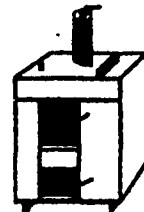
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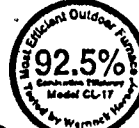
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