

Hand-Cranked Ice Cream And Cheese Auction

SYRACUSE, NY — As a tribute to the dairy industry in New York state, the American Dairy Association and Dairy Council, Inc. (ADADC) sponsored Dairy Day at the New York State Fair on Monday, August 28. Syracuse media "cranked it out" for the annual celebrity ice cream making contest highlighting the Dairy Day activities. Eight teams from local radio and television stations and the Syracuse newspapers made ice cream the old-fashioned, hand-cranked way.

Each team chose their own secret ingredients. From Heath Bars and Peppermint Patties, to peanut butter and cinnamon rolls. No two flavors were alike. Teams added their ingredients to the basic ice cream mix which was donated by Crowley Foods of Binghamton. Their ice cream creations were judged on the best-tasting and most original flavor.

While the teams were cranking their ice cream, the ever-popular Big Cheese Auction entertained dairy enthusiasts of all ages. After several smaller 5-pound blocks were auctioned, the 150-pound wheel of New York state gold medal Cheddar cheese was up for bids. For a record \$1275, Ed Slu-

sarczyk of Ag Radio Network purchased the Big Cheese and donated it to the New York State Dairy Princess Program for the second year in a row.

Other Dairy Day activities included a dairy awards brunch, dairy princess presentations and dairy parade. All activities promoted dairy products and saluted the hard-working dairy farmers of New York state.


While Dairy Day proved to be exciting, the significance of the dairy industry in New York state was featured every day during the Fair. The Dairy Products Building houses a wide array of exhibits. The 27th annual butter sculpture, a variety of dairy displays, live entertainment, cheese-making demonstrations and exhibits on newly developed dairy products and nutrition were just some of the highlights.

An adventure filled trip through Dairyrama taught visitors about

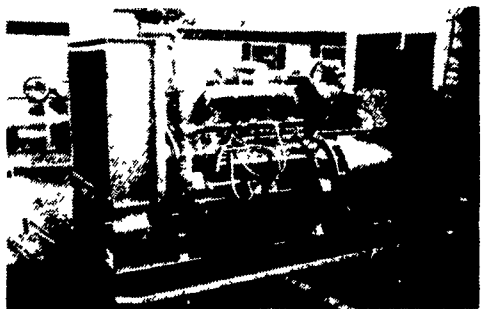
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The 150-pound wheel of New York state gold medal Cheddar cheese was up for bids at the Big Cheese Auction on Dairy Day at the New York State Fair. For a record \$1275, Ed Slusarczyk of Ag Radio Network purchased the Big Cheese and donated it to the New York State Dairy Princess Program for the second year in a row. Shown here, Jim Gallagher, general manager for the Sheraton Inn, Liverpool, NY, declines the next bid to Walt Butcher, Dairy Task Force member and retired Agway employee, making Slusarczyk the high bidder.



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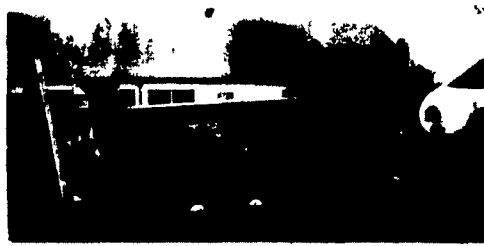
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