

# Take A Look At New York Cheese

SYRACUSE, N.Y. — Increasing awareness of the quality and variety of New York State cheese

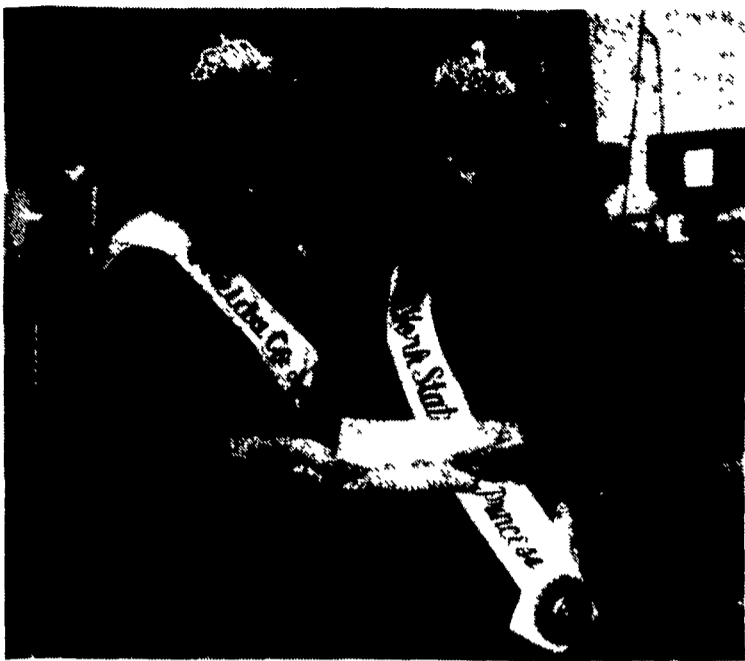
is the goal of the American Dairy Association and Dairy Council, Inc. (ADADC) this fall. When

consumers make cheese buying decisions in supermarkets, they are overwhelmed with a variety of choices from several popular cheese-producing states. Local dairy farmers benefit from sales of New York State cheese, so it's logical for ADADC to focus their efforts in this area.

According to public relations specialist Beth Meyer, "Consumers associate New York State with cheddars, but many are not aware of the wide variety of other cheeses that are produced here. Getting consumers to look for New York State cheese when they are at the supermarket or deli will greatly benefit dairy farmers from ADADC's marketing area."

According to David Bandler, professor of food science at Cornell University, "New York's unique climate and soil conditions result in an abundant, high quality milk supply which in turn produces some of the world's best cheeses."

New York state is the third largest milk producing state in the U.S., and the bulk of the milk goes into cheese. More than 529 million pounds of cheese is produced each year making New York the fourth largest producer of cheese in the United States.



Onelda County Dairy Princess Mary Ann Kirk, left, and New York State Dairy Princess Jonelle Smith discuss the Big Cheese Contest conducted by county dairy princesses throughout New York State. They are about to announce the contest to viewers of WUTR-TV in a half an hour program to increase awareness for New York State cheese.



ADADC public relations specialist Beth Meyer, left, increases awareness for New York State cheese to Anna Bronk of WUTR-TV, the ABC affiliate in Utica. Using this attractive display, Meyer discusses the quality, variety, and versatility of New York State cheese.



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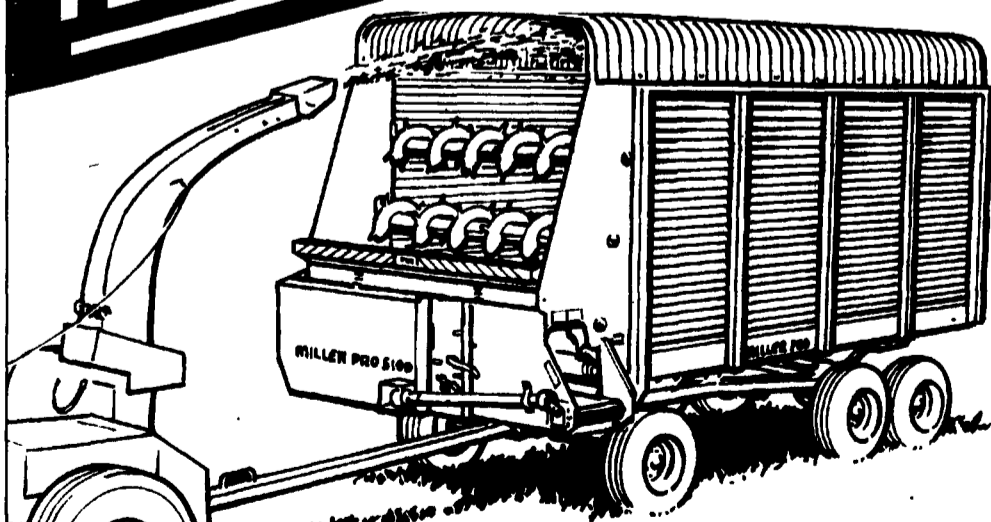
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