

Ida's Notebook

by
Ida Risser



We've finally had several warm days and so our big apple trees are in full bloom. The smaller fruit trees that Allen planted are blooming too.

Some of the wildflowers in our meadow finished blooming weeks ago. However, I was able to show our grandchildren the bloodroot and Dutchman's Breeches when they visited last month. Now the Virginia Bluebells are very pretty in the corner of our yard. I shall have to put away all the artificial flowers on my tables and replace them with the real thing.

On Sunday morning we were surprised to see a group of heifers grazing in our fields. From a distance we were not sure if they were our son's animals or our neighbor's animals. Of course, he knew they were not his when he arrive to help chase them. So the men carefully worked them away from the highway and toward their own pasture. The neighbor was not even aware that they had left home.

Things do not always turn out the way that we expect them to turn out. Recently, we went to

Milk Crucial To Child Development

SYRACUSE, N.Y. — "Whether it's served plain, flavored or as a milkshake, milk is crucial to bone growth and development during childhood. The best milk for a child is the one they will drink." These were the messages delivered by the American Dairy Association and Dairy

what was supposed to be a birthday celebration for an 80-year-old man. Upon arriving at the home, we were met by an ambulance taking his wife to the hospital. Now that certainly was not what we expected! Her son went with her while the man stayed and visited with his guests who were urged to stay in order to make the time pass more quickly. One bright spot was viewing slides of the family taken years ago.

One can always hope for the best and yet we must accept whatever comes our way.

Council, Inc. (ADADC) to over 7,000 parents and children who attended the KIDS USA Expo, held at the Garden State Exhibit Center in Somerset, New Jersey at the end of February. A flavored milk contest, a parent seminar on encouraging children to drink milk, and dairy product sampling highlighted ADADC's participating in the two-day event.

Flavored Milk Contest

To provide fun, creative ways to children to drink milk, ADADC held the first "got milk?" Flavored Contest. Five children were selected each day to create an award-winning flavor using a variety of syrups, fruits, cookies and of course, milk. Headed by the New Jersey Dairy Princess Simi Blair, the judges evaluated each concoction for its taste, appearance and creativity. The grand prize winner received either a year's supply of milkshakes or chocolate milk. Runners-up received \$50 worth of their favorite food to drink with milk, and honorable mentions received \$25 worth of their favorite food to drink with milk.

Parent Education

ADADC educated parents about the variety of options available to encourage a child to drink milk at a seminar entitled, "What To Do If Your Kids Don't Like Milk." Ensuring that growing children meet the recommended daily allowance of calcium and other essential vitamins through milk and dairy products, is a priority of ADADC. The seminar

focused on such fun devices as crazy straws, frosty mugs, flavored milks and milkshakes to increase interest in drinking milk. Other ideas included giving children dairy-rich foods such as yogurt, cheese, ice cream and even pudding — which is made with at least two cups of milk. Teaching fun tools that kids can use easily at home will increase milk consumption and have long-term advantages to the child's health.

Product Samples

New Jersey's three largest dairy processors teamed-up with ADADC to present an array of dairy products including:

- Ice cream from Welsh Farms, Long Valley, NJ
- Milkshakes from Tuscan/Dellwood, Union, NJ
- Chocolate milk from Farm-land Dairies, Wallington, NJ

In addition, Keebler provided cookies to accompany the milk.

Publicity Adds Value to Event

More than 20 articles were generated in daily and weekly newspapers about the first "got milk?" Flavored Contest. Not only did the articles announce the winners and their winning combination of flavors, but they included children's comments about their favorite kind of milk, why they like milk and what they thought of the contest. Overall, the positive articles reminded parents and children of the important role milk plays in a growing child's diet.

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