

'Real-Life' Milk Drinkers

HOBOKEN, N.J. — In an effort to make its message more meaningful to local consumers, the American Dairy Association and Dairy Council, Inc. (ADADC) unveiled a new "got milk?" billboard featuring the winning faces of "real milk drinkers." By featuring real-life milk drinkers in its advertising, ADADC hopes to encourage increased consumption of milk. Unveiled during June Dairy Month, the Hoboken billboard features the faces of a local couple who happened to have milk at the right place and right time.

It all began last fall, when ADADC took to the streets of Manhattan searching for "real milk drinkers" to help launch their new award-winning "got milk?" advertising campaign. Ten modern-day "milkmen," dressed in traditional white garb and traveling on in-line skates, searched popular New York City hang-outs to catch people in the act of drinking milk. Top New York City radio stations and local newspapers teamed-up to spread the word to let people know just where to be and when.

Madeline Adami heard the radio announcement, and knowing her husband drinks milk with his lunch every day, they planned to be "seen" having lunch in a designated spot that eventful day.

Spotted each with a pint of milk in hand, Greg and Madeline were anxious to have their picture taken and hoped to be selected to represent "real milk drinkers" in the upcoming billboard campaign. They were chosen as winners, and now their faces are on display on the new "got milk?" billboard, sponsored by ADADC.

"My favorite beverage at lunch is milk, without a doubt. When Madeline told me about the search for milk drinkers, we were both very excited. We never expected to be spotted by the milkmen, let alone win. We are thrilled to be a part of the promotion which is encouraging others to share my sentiments about milk. We plan to visit our billboard in Hoboken every day, and this will certainly be something we'll tell our kids

someday," adds Greg Adami.

The "got milk?" advertising campaign encourages consumers to purchase milk by reminding them through humorous television and radio commercials, about the perils of running out of milk. At the end of each spot, the tagline appropriately asks, "got milk?" ADADC is an advertising and promotion organization representing dairy farmers from New York, New Jersey and Pennsylvania.



Three "milkmen" provide milk, dispensed from beverage hoses attached to five-gallon tanks, to passerbys as they stand in front of the new "got milk?" billboard that reveals the faces of real-life milk drinkers Greg and Madeline Adami, sponsored by ADADC.

Make it Milk

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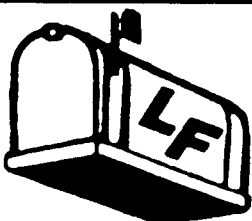
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The 'great and small gardener' has seen plenty of vegetable disease problems. Here's a quick list of what you may or may not see in your garden right now.

Cantaloupes and muskmelons are suffering from root rots. As fruit is ripening, the vines collapse during hot days of summer leaving behind tasteless fruit. Little can be done to alleviate this problem. Maintain the soil moisture by irrigating.

Powdery mildew is showing up on the oldest leaves in the oldest plantings of summer and winter squash and pumpkins. Fungicides are suggested on crops being stored.

Pumpkin leaf spots have been triggered by earlier wet weather. Spotting starts on the oldest leaves. Water-soaked spots that look greasy at the margins is caused by a bacteria. Avoid spreading the disease by being in the patch while leaves are wet.

Verticillium wilt is stunting eggplants. Leaves turn yellow, wilt and die on a portion of the plant. Avoid planting eggplant following tomatoes, potatoes, strawberries or raspberries.

Corn smut is prevalent on varieties prone to this disease. Mature galls turn brown and contain da k

powdery spores. Smut is favored by dry hot conditions. Choose resistant varieties like apache, sweet sue, bellringer, seneca scout or quick silver.

Tomatoes are showing leaf spots and canker diseases. To control early blight, a fungicide spray every 5 to 7 days lessens the spread of diseases to other parts of the plant. Remove lower leaves and dead or dying plants if infected with canker diseases. To avoid spreading bacterial diseases, avoid working in the garden when plants are wet. Rotate to provide at least one year without tomatoes.

Sudden wilting and dying of individual vines in cucumber, cantaloupes, and squash may be caused by bacterial wilt. The wilt is carried to plants by the striped or spotted cucumber beetle. Control of the beetle by insecticides early in the season prevents the wilt later in the season.

For vegetable growers information on monitoring and controlling serious disease problems is available by a PA toll free hotline 1-800-PENN-IPM. To learn how to identify diseases of vegetables, contact your Extension Office for publication # AGRS-21. The cost is \$10 per copy.

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