

Breakfast Participation

TOWSON, MD - A 25 percent increase in school milk sales and a 6 percent increase in school breakfast participation resulted from "That Milk Thing's" assembly tour in five Wicomico County, MD elementary schools. The Southeast United Dairy Industry Association (SUDIA), the Maryland Food Committee, and the Middle Atlantic Milk Marketing Association (MAMMA) joined forces to Wicomico county children during National School Lunch. The assembly featuring "That Milk Thing" teaches children about the importance of a healthy breakfast, choosing foods from the five food groups, and drinking milk.

Along with the assembly program in five schools, the three organizations, along with the Wicomico Board of Education, sponsored a district-wide "That Milk Thing" promotion for all 8,332 Wicomico County elementary students. MAMMA, SUDIA, and MD Food Committee provided prize incentives, such as Cal Ripken, Jr. growth posters, for children who came to school breakfast and drank milk. Nutritional education materials, including the popular "Make Mine Milk" video, were given to all Wicomico elementary schools.

Ida's Notebook

by
Ida Risser



On a recent rainy day, I sat down to read one of my diaries from the 1950s. At that time we had four small children. They were from three to 11 years of age.

I reread this diary in order to tell the grandchildren what their parents did when they were the same age as the grandchildren are now. The older boys loaded manure by hand into a spreader and they helped to bale hay. The younger ones brought the cows up from the meadow.

At that time we had a beach and a meadow that attracted people over the weekends. They came to swim, fish, picnic, and go boating. We asked the large sum of 25 cents if they drove

their cars down into the meadow. Our boys sold fishing worms that they gathered when we plowed the field.

Even then I was taking the boys to Little League baseball and the oldest girl to violin lessons in Lancaster. They worked together to wash the 4-H calves and to build a playhouse under a nearby shed. The boys fed corn to the pigs and the girls baked cakes. At that time my husband made many freezers of ice cream for social events. Every year we held a Square Dance in our barn in May and the children helped to clean and sweep it.

The boys that got my letters live in the suburbs of Atlanta, Georgia, and of Richmond, Virginia. Their life is full I'm sure but it is a far cry from the life on a dairy farm 40 years ago. There is no telling how different their grandchildren's lives will be 40 years from now. We can always hope it will be productive.

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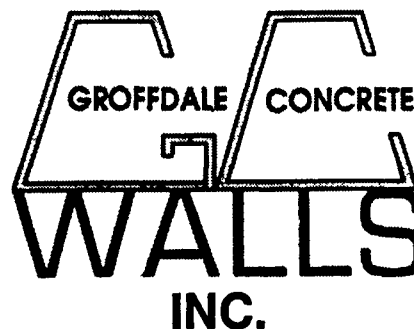
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