

# ADADC Promotes Milk During Osteoporosis Month

SYRACUSE, N.Y. — Eating a diet rich in calcium — such as milk and dairy products — is a prime step in preventing the debilitating disease osteoporosis.

That's the key message American Dairy Association and Dairy Council Inc. (ADADC) public relations specialists wanted to communicate to consumers during National Osteoporosis Prevention Month this past May.

Teaming up with Tops Supermarkets, one of the largest retailers in upstate New York, ADADC sponsored free cooking classes in the Rochester and Buffalo stores.

Mothers and daughters were encouraged to attend these classes (dubbed "Bone Appetite") together to emphasize the importance of calcium consumption at any age.

Featured on the menu was a range of tasty, milk-based treats, such as Oreo Rocky Road Parfaits, Cafe Lattes, Spaghetti Carbonara, and Power Orange Smoothies.

In addition, ADADC arranged to place spokespersons from Tops Cooking School on WKBW-TV's "AM Buffalo" and Rochester's noon news on WROC-TV to demonstrate the recipes and offer easy-to-implement tips to increase calcium consumption.

County dairy princesses helped spread the word, making appearances at Tops Supermarkets throughout New York, to hand out the National Osteoporosis Foundation's lace ribbons and go through a quick "Osteoporosis: Are You At Risk?" quiz with shoppers.

Timed for the Saturday before Mother's Day, consumers also received dairy product

recipe brochures (filled with last minute suggestions for special Mother's Day meals) and were encouraged to make sure all the moms in their families made a commitment to better bone health.

In New York City, ADADC sponsored an osteoporosis seminar at the fashionable Lord & Taylor store on Fifth Avenue.

During the seminar, shoppers were treated to a gourmet-flavored milk bar, featuring exotic flavors such as peach, blueberry, raspberry and mango.

The seminar also featured a speech by the national spokesperson for osteoporosis, actress Olympia Dukakis, who spoke about the "Richness of Life after 40."

Dr. Robert Heany, an internationally renowned expert in the field of calcium and bone physiology, appeared on News 12, New Jersey—that state's largest cable outlet. Heany, a professor at Creighton University, appeared on the "Daytime Talk" show, to discuss calcium's role in the prevention of osteoporosis.

TV crews from News 12 were also on hand at Robert Wood Johnson Hospital in New Brunswick, N.J. where doctors demonstrated an actual bone density test, an interpretation of the test and conducted interviews with a registered dietician and the hospital's chief of obstetrics and gynecology, who spoke about the importance of calcium for women.

ADADC also extended the "Bone Appetite" theme into a print publicity kit that was distributed to all daily and weekly newspapers throughout the marketing area. The kit included tips for using milk, not water, in all sorts of drinks and foods,



Madison County dairy ambassadors Martina Durfee (far left) and Justine Kelsey are interviewed by WMCR radio during their appearance to promote osteoporosis prevention.

including hot chocolate, rice mixes, couscous, soups, and frozen vegetables; and featured recipes for delicious calcium-rich foods, including a special "Calcium Crunch Milkshake" created especially for ADADC by New York City's famous ice cream shop "Serendipity 3."

### Calcium Crunch Milkshake

Yield: one serving  
 1/2 cup frozen strawberries in syrup  
 1/2 cup honeydew melon  
 5 ounces milk  
 2 scoops vanilla ice cream  
 colored sprinkles  
 crushed cookie

Mix strawberries, melon, milk and one scoop of ice cream in a blender. Blend until thick. Pour into glass and top with a scoop of ice cream, crushed cookie and colored sprinkles. Daily value calcium: 37 percent

## Cut Flower Short Course

WEST CHESTER (Chester Co.) — Penn State Cooperative Extension will hold a "Cut Flower Short Course"

This two-day program will be held on Tuesday and Wednesday, July 28 and 29, at the Ag Progress Days site in Rock Springs, PA

Cut flower production and marketing are fast becoming

more than just a small farm alternative. As growers rapidly explore diversification and alternative cropping systems, cut flowers increasingly appear as a viable, profitable crop. This program will cover all aspects of flower production from producing plugs for transplant to field production to marketing. A major feature will be the combi-

nation of classroom instruction with the cut flower weed and cultivar field trails.

Pre-registration is required. The registration fee of \$85/person includes all program materials.

Registration is limited so call soon. For registration, call the Blair County Cooperative Extension office at (814) 693-3265

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