

Holstein Foundation Raises \$10,000 To Benefit Dairy Youth

BRATTLEBORO, Vt. — With leadership from the Holstein Foundation Board of Trustees, \$10,400 was raised in contributions and pledges to purchase an animal at the National Holstein Convention Sale in Boise, Idaho on June 21.

Over 40 generous individuals joined together and pledged/contributed a total of \$10,400 to the Holstein Foundation to purchase an animal at the sale. Norlis Cleo Mandel was purchased with the pledges and contributions for \$10,000 and then resold to Richard Jordan of Idaho for \$10,000, with all proceeds going to the Holstein Foundation to support a new program, Dairy Knowledge Jeopardy Contest.

Dairy Knowledge Jeopardy Contest is being developed to provide programming for dairy youth ages 9 - 13, broadening the age

population served by Holstein Foundation programs. The program format will be modeled after the popular television program, Jeopardy. Furthermore, dairy youth can compete as individuals from states where they may not have a large enough population to field a dairy bowl team. The program will enable youth to begin at an early age to hone and develop their dairy knowledge through study and preparation for the contest. Dairy Knowledge Jeopardy will also serve as good preparation for those dairy youth who go on to participate on dairy bowl teams. The Dairy Knowledge Jeopardy program will provide opportunities for dairy youth to learn life skills such as critical thinking, decision-making, problem solving and communications. Plans are being developed to launch the program at the All-breeds convention in Madison, Wisconsin scheduled

for March 2000.

The Mandel daughter purchased in the sale by the Holstein Foundation was owned by Amy Hagenow of Reedsville, Wisconsin. The dry Junior Three-Year-Old had a very successful show season last year, being first Junior at World Dairy Expo along with first place Junior Two-Year-Old at the Grand National Junior Holstein Show. She went on to be named the Reserve Junior All-American Junior Two-Year-Old. Hagenow has been heavily involved in dairy youth programs, both in the state of Wisconsin and on the National Level, where she was recently named a Distinguished Junior Member. She is currently serving in a summer internship position with the Holstein Foundation headquartered in Brattleboro, Vermont with an emphasis on youth and communications programs.

Cornell Wine, Brew Lab Benefits From Gala Dinner

GENEVA, N.Y. — The Gala Dinner and Wine Country Auction conducted early March to benefit the Cornell Vinification and Brewing Technology Laboratory under construction at the New York State Agricultural Experiment Station in Geneva, N.Y. was a success.

"The event went far better than we expected," said FS&T chairman Mark McLellan. "Over \$14,000 was raised after expenses and everybody had a good time."

Many Geneva staff and faculty were in attendance, as were central New York winemakers, brewmasters, business people, politicians, and Geneva notables. "The representation was broader than last year, and even though we had fewer attendees than last year, we raised more cash from the auction," said

McLellan.

The 120 attendees paid \$100 a plate and were treated to a sumptuous black tie affair and wine country auction at the Geneva Lakefront Ramada. Daryl B Lund, Ronald P. Lynch, Dean of the College of Agricultural and Life Sciences, served as master of ceremonies.

This was the second annual event. So far, more than \$150,000 of state funds have been earmarked for the project, and \$70,000 in donations from the industry. The 2,000 square foot pilot plant is being designed and specially equipped for enology and brewing studies. To date, the lab has been emptied, cleaned, and painted. Flooring and drainage is being installed and footers were poured for an outside delivery ramp and platform as the former machine shop is being expanded west of the FS&T building.

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DFA Spurs Industry Support of Dairy Relief Inc., Global Hunger Relief

Today's preoccupation with producing more milk, developing new dairy products and making the bottom line work, sometimes causes us to lose sight of real needs. In February, Dairy Relief Inc. (DRI), a nonprofit organization, was formed to help alleviate world hunger by

providing dairy products for humanitarian aid. With its first major grant of \$50,000 from Dairy Farmers of America (DFA) and additional support from other dairy and agricultural organizations, DRI immediately began fulfilling its mission of relief here and abroad. Its efforts included:

- Establishing a grant to the Mennonite Central Committee of Akron, Pa., for delivery of nearly 7,500 pounds of nonfat milk powder to schools on the strife-torn West Bank of Palestine;
- Delivering approximately 20,000 pounds of buttermilk powder to

Global Bridges, a Texas-based charity, for shipment to needy North Koreans for bread roll production;

- Shipping more than 39,900 pounds of nonfat dry milk to Honduran hurricane victims. (This DRI donation was made possible with the assistance of the David Livingstone/K.U.R.E. Foundation)

"We've received contributions from many sources," says Tom Townsend, a retired dairy industry executive who serves as DRI vice president and chief executive officer. "Those contributions, along with matching funds from Dairy Farmers of America, have made it possible for DRI to make product purchases and work with other humanitarian organizations to put dairy products where they are needed most."

To date, DFA has matched more than \$100,000 in contributions and DRI has generated more than \$260,000 for humanitarian relief.

In coming months, DRI will focus on two fronts. "We'll be assembling additional shipments of dairy products and, at the same time, we will be actively seeking new donations," Townsend says. "We plan to reach and exceed our initial fund-raising goals in order to purchase and ship dairy products to hungry and undernourished people around the world. We hope this is only the beginning."

For more information about DRI or to make a tax-deductible contribution, contact Dairy Relief Inc., P.O. Box 1837, Springfield, MO 65801-1837, or talk to your local DFA representative.

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