

All-American Dairy Show Announces Changes for 2000 Show

HARRISBURG (Dauphin Co.) — A new name, increased premiums and new classes are part of the comprehensive changes being introduced for the 2000 All-American Dairy Show, to be held at the Farm Show Complex in Harrisburg, Sept. 24-Sept. 28.

In an effort to more accurately reflect the world class nature of the show, the Board of Directors dropped Pennsylvania from the All-American Dairy Show name, which they feel better emphasizes the large participation by exhibitors throughout the country, while reflecting a more global perspective.

"We move forward as a leader in the dairy cattle show sector. With additional funds from the state legislature, we will return significantly more

money to the dairy farmer exhibitor, and place a greater emphasis on educating the consumer about the value of Pennsylvania's dairy industry," Obie Snider, president of the All-American Dairy Show, said. "We will continue to be the premier dairy cattle show on the North American continent, and demonstrate our wide appeal through our new name."

The increase in premiums is an important change, Snider said. First place winners in milking cow classes will receive \$300. All animals which are shown in the showing will get a premium, with cow classes paying \$40 to the end of the class. Calf and heifer classes will pay \$150 for first place winners and \$30 to the end of the class. These increases will help offset some of

the expenses of exhibiting.

The Board also approved Exhibitor Herd Class payouts of \$400 for first place, hoping to encourage exhibitors to bring at least five animals to the show. Complete details on the premium schedule changes will be included on the Premium List, which will be available in early July.

To increase interest among the general public, "Meet a Cow Day" has been added to the schedule. This public relations effort will be a joint activity utilizing the talents and skills of members of the dairy science clubs at Penn State and Delaware Valley College. Non-farm families will be invited to visit the Farm Show Complex on Sunday, Sept. 24, to "meet a cow" and learn about the dairy

industry and dairy products.

The following classes have also been approved as additions for the 2000 show: Exhibitor's Herd in four breeds, Produce of Dam and Dam & Daughter in Guernsey, 100,000 lb. Class in four breeds, and Six Year and Over Class in Guernsey and Milking Shorthorn.

A silent auction at the commercial exhibit area will help vendors promote their services and products. As dairy farmers visit the show they will have the chance to bid on valuable packages of goods and services. Vendors will also be on hand to talk to farmers and share their expertise. This interactive event is meant to stimulate the trade show floor traffic while enhance vendor participation.

In other business, the board of

directors elected David Patrick, Maple Lawn Farms, Woodbine, Maryland, as Ayrshire breed representative; Cindy Warner, Round Hill Acres, Frederick, Maryland, as industry representative replacing John Morris, Frederick, Maryland, who recently resigned from the Board.

The All-American Dairy Antiques and Collectibles Show again promises to be the largest and most comprehensive display of its kind in the world. Exhibitor reservations are now being accepted and vendor openings are quickly filling.

For more information or to request a premium list, contact the All-American Dairy Show office at the Farm Show Complex, 2301 North Cameron Street, Harrisburg, PA 17110-9408 or at (717) 787-2905.

PDPP Donates Chocolate Milk To Food Bank

HARRISBURG (Dauphin Co.) — To give Pennsylvania's kids health and fun in one, the Pennsylvania Dairy Promotion Program donated 600 servings of chocolate milk to the Greater Pittsburgh Community Food Bank to use in their after-school program. The chocolate milk was provided to children participating in the program during April.

"Kids are downing more and more beverages like sodas and juice drinks and as a result, they're not getting the calcium they need at a crucial bone-building age," says Debra Summerall, spokesperson for PDPP.

"But one of the best sources of nutrients - particularly calcium - is found in chocolate milk, which kids find fun to drink."

Sodas and juice drinks have pushed aside milk for many kids in this country, and dairy farmers are concerned because most children are missing out on the calcium they need for growth and development. But there is one unknown solution: chocolate milk.

A national survey of more than 1,000 parents nationwide revealed 84 percent of parents do not know that chocolate milk contains the same nine essential nutrients as regular milk.

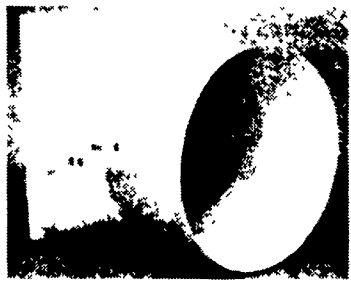
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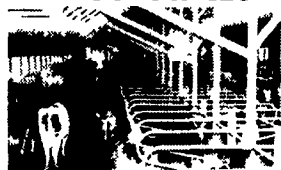
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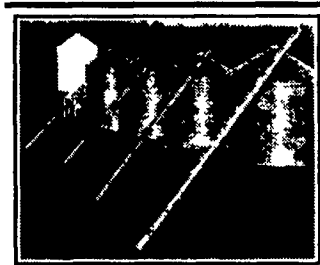


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