

## Dairy Promotions Shine In Summer

**HARRISBURG** (Dauphin Co.) — While dairy farmers use the long days of summer to toil the soil, their local dairy promotion organization is gearing up for a season of promoting milk in the local markets. The Pennsylvania Dairy Promotion Program has a myriad of events planned to meet a wide realm of public interests.

Jump starting the sizzling season of events is Pennsylvania's Special Olympics, Thursday, June 8, through Saturday, June 10, in State College. Special Olympics Pennsylvania (SOPA) provides year-round training and competition in 23 Olympic-type sports to more than 27,000 children and adults with mental retardation or closely related developmental disabilities. PDPP promotes dairy with a series of "got milk?" banners placed around the track and field events, one of the most highly visited and visible locations during the week.

"We believe that not only do Pennsylvania dairy farmers benefit from additional exposure of our "got milk?" campaign, but

we are proud to support the brave athletes of Special Olympics of Pennsylvania," said Debra Summerall, spokesperson for PDPP.

What would summer be without ice cream? June Dairy Month is the perfect excuse for a celebration on the steps of the State Capitol in Harrisburg. The 2000 event will run noon to 1 p.m., Wednesday, June 7. In cooperation with the American Dairy Association & Dairy Council Middle Atlantic and the Pennsylvania Department of Agriculture, a celebrity "milk mustache" contest for local media personalities has been organized.

"We are anticipating to feed ice cream to more than 2,000 people while promoting the dairy industry in Pennsylvania," said Summerall.

Green's Ice Cream is supporting the event by donating 126 gallons of ice cream. The sundae will be topped off with five gallons of nuts, donated by J S Zimmerman Company of Penbrook, and ten gallons of chocolate and five gallons of Classic

Carmel syrup donated by Hershey Foods. Pennsylvania Secretary of Agriculture Samuel Hayes will present a proclamation declaring June as Dairy Month, issued by Governor Tom Ridge, to PDPP Chairman Richard Waybright during the event to honor the accomplishments of the Keystone State's dairy industry.

In addition, PDPP is a proud annual sponsor of youth activities during Williamsport Crosscutters and Erie Seawolves

games. "Displaying the "got milk?" campaign at ballparks in Pennsylvania is a fun and exciting promotion for young children," said Summerall. "Our goal is to urge these children at an early age to create good nutritional habits, including drinking milk, that last throughout adulthood."

New for 2000, PDPP is sponsoring a Dairy Night at the Altoona Curve baseball stadium. The promotion will include "got

milk?" coolers to the first 1500 people over age 18, a celebrity cow milking contest before the game and extensive advertisement.

"We are very excited about this opportunity to promote not only Pennsylvania's official beverage - milk - but the dairy farming community of Blair County," said Summerall. "It will be a fun evening that will bring together urban and rural life."

## USDA Proposes Inspection, Certification Program For Livestock, Poultry Process Equipment

**WASHINGTON, D.C.** — The USDA recently announced proposed regulations for a voluntary, user-fee-funded program to inspect and certify equipment used to process livestock and poultry products.

"This service will provide buyers of equipment inspected and certified by this program with a third party assurance

that the equipment meets minimum requirements for cleanliness, suitability of materials used in construction, durability and inspectability," said Kathleen A. Merrigan, administrator of USDA's Agricultural Marketing Service.

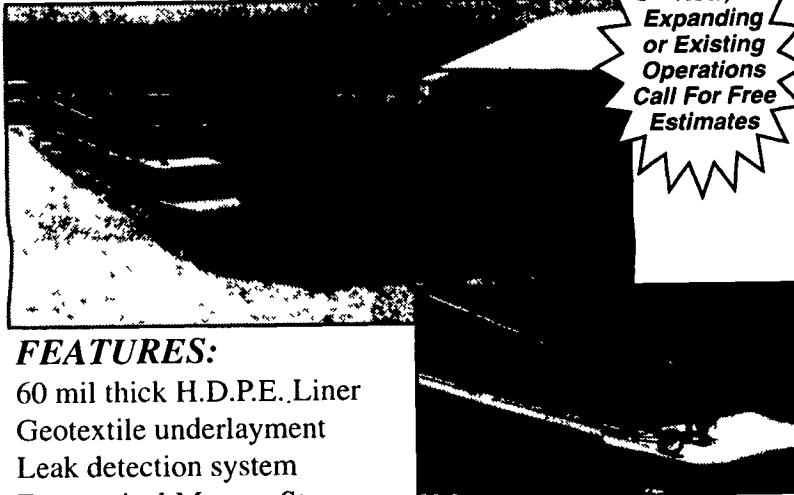
Under this voluntary, user-fee-funded program, AMS will provide for the inspection and certification of livestock and poultry processing equipment to sanitary design standards developed by the NSF/3-A joint com-

mittee on food processing equipment, a voluntary consensus standards body.

AMS estimates that there are approximately 2,000 equipment manufacturers that could benefit from this proposed marketing program. Development of this program was authorized under the provisions of the 1999 Agricultural Appropriations Act, and will be conducted under the authority of the Agricultural Marketing Act of 1946.

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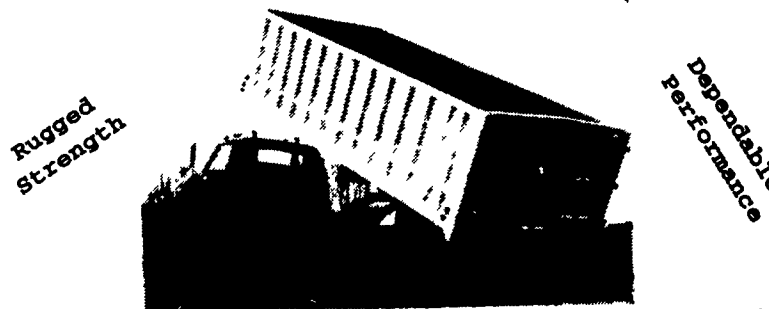
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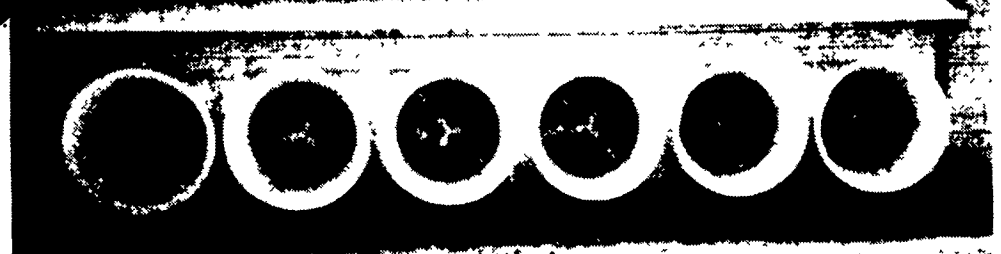
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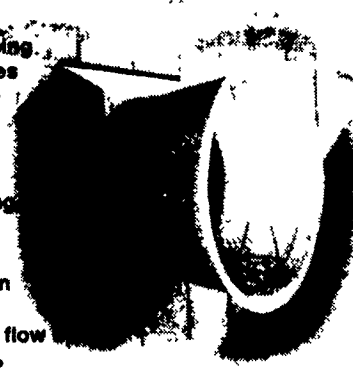
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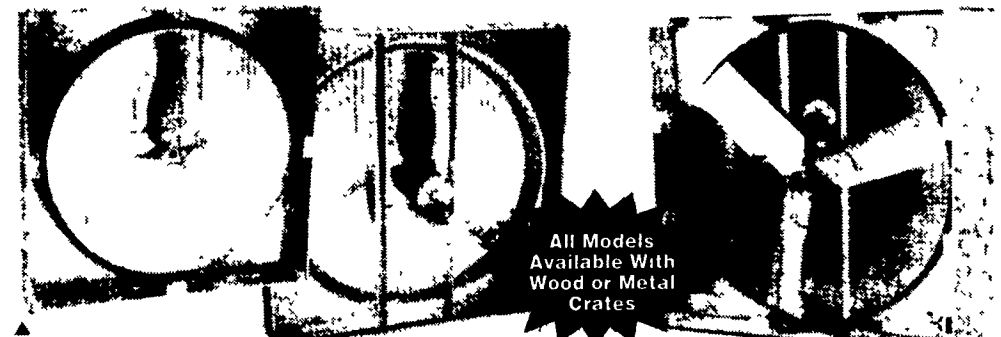
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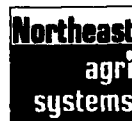
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