

Milk Promotion Becomes Official Sponsor Of Major League Soccer

ROSEMONT, Ill. — Dairy Management Inc.™ (DMI) which manages the national checkoff on behalf of America's dairy producers, and MilkPEP (Milk Processor Education Program), have signed a partnership agreement with Major League Soccer (MLS) that makes milk the "Official Sponsor" of MLS and its 12 teams through the 2001 season, with exclusive renewal options.

The fluid milk industry's first-ever sponsorship of a professional sports league began at the MLS All-Star Game in Columbus, Ohio, including "got milk?" identification on the East all-star team's jerseys. Dairy promotion will participate in MLS national grassroots initiatives with U.S. families in order to help emphasize the nutritional value of milk. In addition, starting in 2001 dairy promotion can use MLS players in the national "got milk?" advertising campaign.

"Milk is nature's original power drink. It has calcium to help build strong bones, plus eight other essential vitamins and minerals for active bodies," said Linda Racicot, DMI executive vice president, domestic marketing. "This sponsorship provides an excellent opportunity to educate thousands of

moms, dads and kids that milk should be an important part of their training regimen."

"Soccer is quickly becoming America's family sport. We welcome the opportunity to educate parents and children on the importance of a balanced, nutritious diet that includes milk," said Kurt Graetzer, vice president of MilkPEP.

As an official sponsor of MLS, the dairy industry will receive full marketing and promotional rights as a member of the MLS corporate family.

MMB Announces October Class I Price

HARRISBURG (Dauphin Co.) — The Milk Marketing Board (MMB) announced the prices to be paid to Pennsylvania dairy farmers for October Class I milk (beverage) at an average of \$15.54 in the western areas of the Commonwealth, and an average of \$16.03 in the central and eastern areas of the Commonwealth. However, the price received by an individual dairy farmer will vary as the component composition of a farm's milk differs from the established benchmarks of 3.5 percent butterfat, 2.99 percent protein, and 5.69 percent other solids.

These prices include the current over-order premium of \$1.00 per one hundred pounds of milk, and the fuel adjustment premium of \$.25 per one hundred pounds of milk.

WE SALUTE THE PORK INDUSTRY

Hallowell Wins Montgomery County 4-H Dairy Show

CREAMERY (Montgomery Co.) — Fourteen dairy cows with six dairy breeds represented were exhibited at the Montgomery County 4-H Fair in Creamery. Don Gable of Elverston, PA judged the cattle and showmanship contests.

This year's supreme champion of the show was a 3-year-old Holstein, Hallowell's Richard Joy, exhibited by Amber Hallowell of Bechtelsville. An antique gallon milk container representing milk from the supreme champion was auctioned off to the top bidder, Rosenberger Dairies of Lansdale, for \$395 as part of Montgomery County's Market Animal Sale. Proceeds from the milk container are split between Amber and the Montgomery County 4-H Dairy Club. The junior supreme champion was a spring yearling, Hallowell's Patron Blue, exhibited by Amber Hallowell of Bechtelsville.

Holsteins exhibited by Amber Hallowell of Bechtelsville were the Holstein grand champion and reserve grand champion; respectively. Grand champion for the five colored breeds are as follows: Ayrshire, Aaron Heiser of Royersford; Brown Swiss, Chris McGinnis of Souderton; Guernsey, Adam Lutz of North Wales; Jersey Cheryl Lutz of North Wales, Chris McGinnis; Milking Shorthorn, Kevin McGinnis. Corey Yoder and Adriel Leatherman both first year members exhibited grade animals in their first ever show.

For the junior 4-H'ers Corey



Amber Hallowell of Bechtelsville, right, exhibiting Montgomery County's 2000 4-H Dairy Show Supreme Champion, Hallowell's Richard Joy and Shawn Hallowell of Bechtelsville, left right, exhibiting the junior supreme champion Hallowell's Patron Blue for Amber. Also pictured is dairy show judge Don Gable of Elverston, Pa.

Yoder of Royersford and Cheryl Lutz received fitting and reserve fitting awards. Junior showmanship awards went to Adam and Cheryl Lutz. Intermediate 4-H'ers Amber Hallowell of Bechtelsville and Kevin McGinnis of Souderton received fitting and reserve fitting awards. Showmanship champion and reserve champions went to Amber Hallowell and Kevin McGinnis. In the senior 4-H class, Sean Hallowell and Chris McGinnis were first and

second place in the fitting while Chris McGinnis was first in the senior showmanship contest.

All participants of the 4-H dairy show were required to complete a project book for each animal. The 4-H dairy experience helps teach the basics in how to care for animals and the economics involved with raising dairy animals. For more information on Montgomery County's 4-H dairy program, contact Lou Saporito at (610) 489-4315.

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Pictured above are Leroy Bupp, left, and John Eaton, Jr., right

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