

# Baseball Legends Reunite For Cheese Commercial

HARRISBURG (Dauphin Co.) — Baseball Hall-of-Famer's Sparky Anderson and Johnny Bench are playing together again in the latest "Ahh, the power of Cheese." campaign. A television commercial "Say When" launched Monday, Jan. 7, and

stars these two major league baseball legends. The commercial features Sparky Anderson as the tough-talking owner of an Italian restaurant. And given his 30 plus years in the big leagues, he can't help but run it like a baseball team. The spot resolves

around a young waiter who's been grating a mound of mouthwatering Parmesan over a plate of pasta for a cheese-loving diner. Sparky notices that the waiter is beginning to grow weary and exclaims, "He can't even get it over the plate anymore." Sparky then signals, like a coach mak-

ing a pitching change, for a relief grater from his serving station. A veteran waiter trots out to the table. Sparky holds out his hand to the tired young waiter who gives him the wedge of delicious Parmesan cheese. As the young waiter begins the long walk back to the kitchen, Sparky sends him off with a reassuring pat on the fanny. The veteran waiter rolls his shoulder, stretches, takes a deep breath and begins vigorously grating more Parmesan cheese for the diner. The spot ends with Sparky's old pal Johnny Bench walking by him and saying wryly, in reference to the young waiter, "I would've yanked him earlier."

"We're building on the success of the 'Ahh, the power of Cheese.'" campaign by continuing to surprise our audience and make them smile. We used a baseball theme as a fun way to dramatize the "can't get enough" power of Cheese," says Scott Higgins, spokesperson, Pennsylvania Dairy Promotion Program adding, "There's nothing more American than the love of baseball, except perhaps America's love of Cheese."

"Our consumer research shows that cheese lovers, who represent 74 percent of the population, crave cheese so much that there simply is no such thing as too much cheese," Scott Hunt, spokesperson for PDPP, says. He adds, "Their desire for cheese is so powerful that they easily relate to situations where they couldn't get enough cheese and, in fact, wanted to request more. And it's no wonder that they can't get enough, with more than 300 delicious domestic varieties of cheese to choose from."

"Say When" introduces the fifth year of an advertising campaign aimed at Cheese Lovers. It builds on the strategic platform that "Cheese has the power to affect people deeply." In this new spot the craving for more cheese is so powerful that a Cheese Lover can't seem to "say when" and requests an entire block of Parmesan be grated on his pasta.

"Say When" is the first of three new television commercials for cheese that will debut in 2002 and is only one element of an overall integrated marketing effort that also includes retail co-marketing, consumer public relations, food service and the [ilovecheese.com](http://ilovecheese.com) website.

The new spot is airing on high profile programming such as "Tonight Show," "Entertainment Tonight," "Family Law" and cable stations, including "TBS," "USA," and "Lifetime." Corresponding "Pasta" print advertising runs in weekly publications such as People, Sports Illustrated and TV Guide.

PDPP contracts with the American Dairy Association and Dairy Council Mid East, which is the local planning and management organization responsible for increasing demand for U.S.-produced dairy products on behalf of America's dairy farmers. ADADC Mid East works closely with Dairy Management, Inc., the national dairy promotion organization, to implement dairy promotion, education and research programs nationwide.

Since the program began in 1984, dairy promotion programs have helped sell more than 225 billion pounds of total milk above the amount projected by the U.S. Department of Agriculture.

## Cloister Chorus Invites New Members

EPHRATA (Lancaster Co.) — The Ephrata Cloister Chorus, based at the historic Ephrata Cloister, is a widely recognized group of 45 volunteer a capella singers, who perform works composed by members of the 18th century communal society along with other early American and classical composers. The group is looking for additional male singers, both tenor and bass.

In addition to performing at the Ephrata Cloister in March, the group will present its annual spring concert in May which will feature Handel's Coronation Anthems. The chorus is also scheduled to perform at historic St. Augustus Lutheran Church in Trappe.

The chorus holds its weekly Tuesday evening rehearsals at the Ephrata Cloister. Contact Daryl Hollinger at (717) 665-9395 for additional information.

## Wanted: Well-Kept Farms For Dairy of Distinction Merit

UNIVERSITY PARK (Centre Co.) — Pennsylvania dairy farms are invited to apply for this year's Dairy of Distinction Award from the Northeast Dairy Farm Beautification Program. Applications must be submitted by April 15.

The award is based on the idea that attractive farmsteads enhance consumer confidence in the wholesomeness of milk and stimulate milk sales and public support for the industry. Dairies receiving the highest scores in each of 10 Pennsylvania districts will be awarded an 18- by 24-inch Dairy of Distinction sign to display in front of their farm.

"This program is run by volunteers and recognizes the hard work and dedication of dairy producers who promote a positive image for the dairy industry," said Mike O'Connor, secretary of the Pennsylvania Dairy of Distinction program and professor of dairy science extension in Penn State's College of Agricultural Sciences.

Roadside judging will take place in May. Judges will look at factors that can be controlled by the farmer, such as clean and attractively finished buildings; neat landscaping, ditches, roads, and lanes; and well-maintained fences. They also will take into



Crystal Spring Farm, Mifflintown

account other aspects of the farm, such as cleanliness of animals, the barnyard, feed areas, and manure management.

Winning farms will be notified in late June. Because this is a yearly award, previous winners are reevaluated each year to see if they are still maintaining excellent standards.

To receive an application, call Mike O'Connor at (814) 863-3913 or e-mail

him at [MOConnor@das.psu.edu](mailto:MOConnor@das.psu.edu).

Since 1987, Pennsylvania's Dairy of Distinction Program has recognized more than 750 dairy farms. The Pennsylvania program is part of the Northeast Dairy Farm Beautification Program, which also includes New York, New Jersey, and Vermont. Dairies in these states can contact the program secretary in their state for applications.

### Dairy of Distinction 2002 Pennsylvania Application

#### PURPOSE OF PROGRAM

Attractive dairy farms give the consumer greater confidence in the wholesomeness of milk and stimulate milk sales which encourages public support for the dairy industry. The award gives recognition to the dairy farmer for maintaining a well-kept farmstead.

#### ELIGIBILITY

All Northeast dairy farms producing milk for sale are invited to submit an application for the award. Dairies receiving the 10 highest scores in each of the 21 districts will receive an 18"x24" Dairy of Distinction sign to be displayed in front of their farm.

#### APPLICATION

Your Name \_\_\_\_\_ Farm Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Cooperative or Handler (where you ship your milk, be specific) \_\_\_\_\_

\_\_\_\_\_

(Your Handler will be contacted to approve your milk quality)

Location (driving directions for judging team) \_\_\_\_\_

\_\_\_\_\_

County (where your farm is located) \_\_\_\_\_

I hereby apply to the Northeast Dairy Farm Beautification

Committee to have my dairy scored in accordance with the rules of

the program for the purpose of obtaining a Dairy of Distinction

sign to be displayed on my premises. (No producer will be charged

for scoring or sign expense.)

\_\_\_\_\_ Date \_\_\_\_\_

Signature Owner/Operator \_\_\_\_\_

Return application by April 15 to:

**Pennsylvania: Michael O'Connor  
Department of Dairy and Animal Science  
324 Henning Building  
Penn State University  
University Park, PA 16802**

✓ NEW YORK - Carol Keene-Ainslie, 3993 Jordonville Road, Jordonville, NY 13361

✓ NEW JERSEY - Joy Ricker, 91 Beemer Road, Sussex, NJ 07461

✓ VERMONT - Elisa Clancy, Vermont Department of Agriculture, 16 State St., Drawer 20, Montpelier, VT 05620-2901

#### How Is Your Farm Scored?

Awards will be based upon neatness, good maintenance, and other factors, which can be controlled by the farmer. Attractive background scenery should not be weighed heavily in judging. All judging observations should be made from a vehicle at one or more points on an adjacent public highway (or if farm is off the road, the nearest lane). Judging should give equal consideration to old wood construction and new construction of metal or concrete block.

The award program may be used for subsequent advertising or promotion activities for dairy producers or dairy farming. Farmers who apply for awards agree that, if selected, they will cooperate with these activities and make all reasonable efforts to maintain both the exterior and interior of their properties in an acceptable condition.

#### How The Judging Works

Judging teams will visit farms during the month of May. Farms will be judged each year as the award is presented on an annual basis. Any dairy failing to maintain appearance standards will be asked to remove their sign. The Dairy of Distinction signs remain the property of the committee, not the property of the dairy farmer. All farms must achieve a compliance score of 90 percent of their Dairy of Distinction score card. Your cooperative or milk handler will be contacted to approve your milk quality.

#### Rules

- The Dairy of Distinction sign remains the property of the Northeast Dairy Farm Beautification Program Committee (NEDFBP).
- The post and bracket shall be supplied by and maintained by the dairy farmer. NEDFBP suggests that a wood post 4"x4"x12' or iron pipe 2"x12' be used. Posts or pipe should be installed and maintained in true vertical position with 8' above ground. Top of the bracket should be lower than six inches from the top of the post. In addition, NEDFBP suggests that the sign be mounted in a frame to provide additional stability.
- The sign shall be displayed in front of the dairy at roadside. An attractive post and bracket, or other frame shall be used to display the sign. No more than three signs should be displayed from the sign frame or post, and all shall be of a style, general size and quality comparable to the Dairy of Distinction sign. The sign should be secured on all sides to avoid wind damage.
- Signs shall not be moved to other premises. New owners of a Dairy of Distinction farm must apply to retain the sign.
- Replacement of damaged signs shall be at the discretion of the committee.
- No producer shall be charged with scoring or sign expenses.
- The judges' decision will be final.
- Judging will take place between May 1 and May 31.
- Farms awarded a Dairy of Distinction sign in previous years will be judged between April 1 and April 30. If they do not qualify, they will be rejudged between May 1 and May 31 so they have the opportunity to keep the sign.
- Farms that do not requalify will return the sign to their regional Dairy of Distinction Committee.