

Kids Korner

Circus Clowns Introduce '3-A-Day For Stronger Bones Campaign'

SYRACUSE, N.Y. — Dairy producers are working to address America's calcium crisis and increase dairy consumption through the 2003 launch of "3-A-Day," a multi-year marketing and education program that promotes three servings of dairy a day for stronger bones.

The American Dairy Association and Dairy Council, Inc., in cooperation with Dairy Management Inc. (DMI) launched the check-off funded program, which will work to increase Americans' consumption of dairy products from the current average of one serving per day to three servings per day, as recommended by the USDA Food Guide Pyramid on March 3, 2003. It encourages dairy manufacturers to feature the "3-A-Day" logo directly on their qualified product packaging, which conveys a strong nutritional message at the point of purchase.

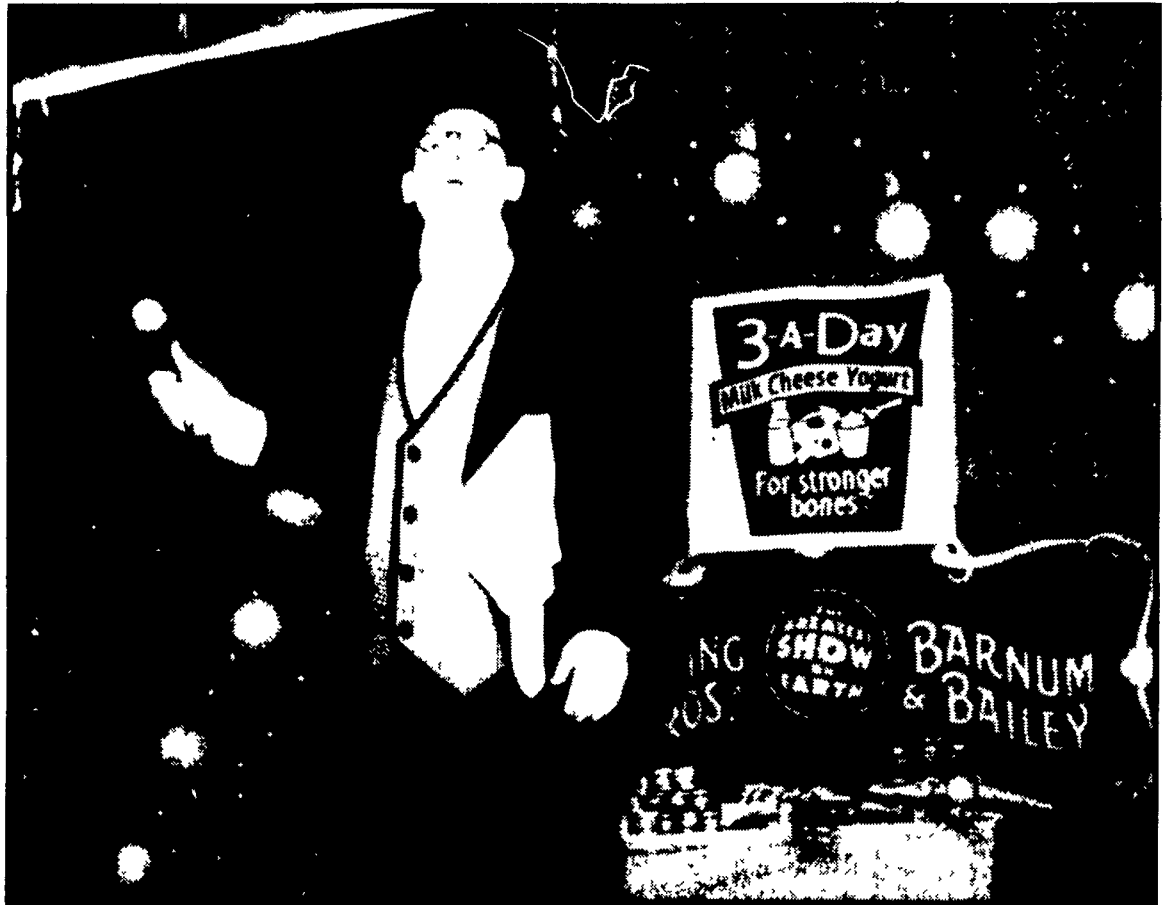
America's low calcium intake is recognized as a major public health problem. To address this concern, the American Dairy Association and the National Dairy Council, along with support from health professional partners, launched a multi-year, nutrition-

based marketing and education campaign called "3-A-Day of Dairy for Stronger Bones."

3-A-Day of Dairy brings the Food Guide Pyramid to life by providing an easy, actionable message. The 3-A-Day of Dairy logo clearly depicts images of milk, cheese and yogurt. The program will help health professionals teach the public about the bone-building and health benefits of milk, cheese and yogurt.

With two major events in the ADADC Marketing region kids and parents were able to take part in exciting events that included dairy product sampling, milk mustache pictures, and even clowns.

To debut the dairy industry's new 3-A-Day of Dairy program an event was planned in New York City with Ringling Bros. and Barnum & Bailey Circus at Public School 33 in Chelsea. 350 students assembled to learn how eating dairy products can build strong bones and muscles. Three clowns performed balancing and juggling acts, that helped represent the challenge that students have in balancing their diet and juggling all of the activities in their busy schedules.



Clowns from Ringling Brothers and Barnum and Bailey Circus helped launch the 3-A-Day campaign in New York City recently.



Kids from New York City take part in the 3-A-Day campaign launch.

The climax of the show was when the school's gym teacher received three pies in his face for not having milk, cheese or yogurt that morning. The New York Daily News, and WNBC TV covered the event. The students were also treated to a dairy party later at lunch with flavored milk, string cheese, and yogurt.

"The event was perfect timing, the circus was in town and kids loved learning nutrition messages through laughter and participation," said Michele McGinley, public relations specialist, American Dairy Association and Dairy Council, Inc.

Rochester's Strong Children's Museum was the site of another launch event which was held March 1-3. The weekend was filled with fun cheese cut-outs,

vanilla, chocolate, and strawberry flavored milk tasting, and yogurt parfaits. Kids of all ages were able to visit with the dairy princess as well to learn fun facts about the dairy industry.

According to initial market research, the "3-A-Day" program will help drive demand for milk, cheese and yogurt categories. "3-A-Day" does not replace or diminish the check-off funded "got milk?"



Ringling Brothers and Barnum and Bailey Circus clowns show kids how to balance their diets as well as have fun!



Kids of all ages attend the Strong Children's Museum in Rochester to sample cheese, flavored milk, and yogurt parfaits at the 3-A-Day for Stronger Bones campaign launch.

Smart Stuff with Twig Walkingstick

Dear Twig: What was the Great Black Swamp?

Imagine a swamp the size of Connecticut — 40 miles wide and 120 miles long. Home of spiders and snakes, wolves and bears, ducks and turtles and crayfish and geese. A thick, wet, primeval jungle of tall trees and head-high grasses and marsh plants. Hard to walk through and easy to get lost in. Especially when mosquitoes cover you head to toe. They come in clouds and carry malaria.

That was the Great Black Swamp, a wet, wild wilderness that used to be in northwest Ohio. It oozed, sprawled and steamed from Toledo to Findlay, Sandusky to Fort Wayne, Indiana.

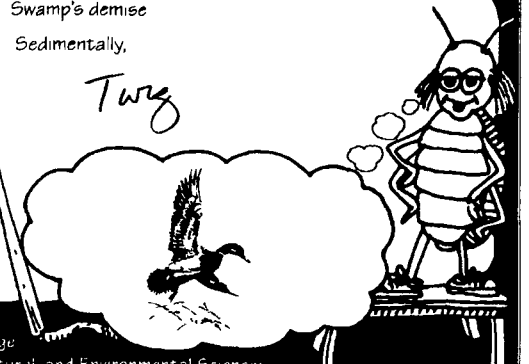
In the 1800s settlers started draining the swamp. They succeeded. The land was dried, cleared and used to grow crops. Which is something it's good at because the soil is very rich. Today the land is fertile farmland — among Ohio's best.

But a built-in, natural filter for Lake Erie was destroyed. The swamp cleaned mud from the Maumee River, Lake Erie's second-biggest tributary. The loss of this filter hurt the lake.

We gained, lost and learned from the Black Swamp's demise.

Sedimentally,

Twig



The Ohio State University, College of Food, Agricultural, and Environmental Sciences