

# Dairy Princess Shana Mack Represents Susquehanna County

**Charlene M. Shupp**  
*Special Correspondent*

**MONTROSE, Susquehanna Co.** — Members of Susquehanna County's dairy community gathered at the Episcopal Church in Montrose on May 23 to watch outgoing county dairy princess Rebecca Place crown Shana Mack as the 2003-04 Susquehanna County Dairy Princess.

Mack, 16, is the daughter of Dean and Jane Mack, Montrose. A junior at the Montrose High School, Shana is excited to serve as dairy princess.

"My goal this year is to show my pride (in the dairy industry) and work very hard to educate the non-farming public on how important it is," said Shana in her acceptance speech.

Shana is a member of the Born to Show 4-H Dairy Club, enjoys playing sports, and owns eight cows. A veteran of dairy promotion, she has previously served as a dairy maid and a dairy ambassador in Susquehanna County.

Dairy maids Lydia Carlin, Ashley Fuller, and Karin Mowry, along with Dairy Ambassadors

Ashley Franklin, Amanda Miner, Abby Puzo and Alyssa Sprout will join Shana for the 2003-04 year.

Outgoing Dairy Princess Rebecca Place tearfully reflected on her year as dairy princess. From the excitement of discovering cow erasers in her promotion materials and realizing it was "her turn to be the princess that little girls look up to," to the support of her parents, family, committee, and court through her year, Rebecca noted this was a year to remember.

"I am not ready for this year to be over," said Rebecca, "but I am ready to move on."

Serving as dairy princess has had a huge impact on Rebecca, giving her a new insight into the dairy industry and what she would like to do in the future. Because of her dairy princess experience, Rebecca's future plans include enrolling at Penn State to study journalism and minor in agricultural communications.

In recognition of her year as dairy princess, Susquehanna County Dairy Princess Committee treasurer Peggy Empet pres-

ented Rebecca a \$250 scholarship.

Booking chairperson Mary Puzo presented a dairy promotion report for the 2002-03 Dairy Princess Promotion Court, noting that they were like a "championship football team" and if dairy promotion was like professional football, they are the "Super Bowl Champions." To date, their promotion efforts had placed them in contact with an estimated 16,000 people in Susquehanna County.

The 2002-03 dairy maids and ambassadors spoke about their favorite promotions throughout the year. The dairy court also stressed the important skills they gained such as speaking in public and gaining confidence in themselves through their year of service.

The 2003-04 dairy maids and ambassadors provided remarks about themselves and what they would like to do during their year.

At the conclusion of the evening, there was a small reception to congratulate the dairy princess and her court.



Susquehanna Dairy Princess Shana Mack, right, is congratulated by Rebecca Place, former dairy princess.

## Dairy Demand Increases With Help From Key Dairy Checkoff Efforts

**COLUMBUS, Ohio** — Despite a sluggish U.S. and global economy that affected overall consumer buying, sales of total milk increased in 2002, with the help of farmer-funded dairy promotion, education and research programs. Here are 10 of the dairy checkoff's key accomplishments in 2002:

1. Improved kids' milk-drinking experience in schools. Through a partnership with the American School Food Service Association, the dairy checkoff developed a School Milk Pilot Test to demonstrate that kids will drink more milk in school if certain product enhancements are made. The test, conducted in 146 schools across 10 states, involved more than 100,000 elementary and secondary school students. As a result, milk sales increased an average of 18 percent when schools provided flavored milks (white, chocolate and a third flavor) in single-serve, plastic, resealable containers, and offered these milk enhancements in the school meal feeding line, a la carte and through milk vending machines.

2. Partnered with leading health organizations to position dairy as part of the solution to the nation's childhood obesity epidemic. In October, the checkoff-funded National Dairy Council® co-sponsored a highly publicized "Healthy Schools Summit" in Washington, D.C. The summit challenged health, nutrition, academic, governmental and physical fitness experts to take action to improve children's nutrition and physical fitness in schools.

3. Readied the 2003 launch of "3-A-Day for Stronger Bones," a long-term, consumer education and marketing campaign that aims to increase category dairy sales and address America's calcium crisis. The 3-A-Day program will work to increase consumption of dairy products to

three servings a day, as recommended by the USDA Food Guide Pyramid, from the current average of only 1.5 servings. The campaign involves an industry-wide initiative that brings together dairy manufacturers, retailers and other food marketers under a single message to help drive consumers to purchase more calcium-rich milk, cheese and yogurt.

4. Leveraged high-profile milk marketing partnerships with Kellogg's®. In a grocery store tie-in to the blockbuster movie "Spiderman," the dairy checkoff promoted milk on 60 million Kellogg's special edition cereal packages in stores covering two-thirds of retail food sales nationwide. Kellogg's invested \$10 million in this partnership. The dairy checkoff and Kellogg's also helped drive consumption through public relations and retail efforts around the placement of "got milk?" on the Kellogg's entry in NASCAR, which has become the nation's most popular spectator sport.

5. Worked with national chain restaurants to drive cheese demand. In partnership with the dairy checkoff, Pizza Hut® launched its "Summer of Cheese"™ promotion, during which it used more than 100 million pounds of cheese. During the promotion, Pizza Hut reintroduced the Insider™ pizza, which used a one-pound blend of Parmesan, Mozzarella, Monterey Jack, Provolone and Cheddar cheeses.

6. Integrated efforts to help increase kids' fluid milk consumption. Dairy checkoff fluid milk marketing efforts are targeted mainly to kids six to 12, who are key to increasing fluid milk consumption long term. Milk consumption data reinforced that ongoing checkoff-funded public relations and retail promotion targeted to kids are on the right

track. The National Family Opinion's Share of Intake Panel reported that annual fluid milk beverage per capita consumption among kids six to 12 increased to 28 gallons per capita — the highest level in 10 years. Consumption of both white and flavored milk is growing. White milk consumption increased to 24.1 gallons per capita, while flavored milk rose to 3.6 gallons.

7. Enhanced dairy's image among consumers. The dairy checkoff, in partnership with National Milk Producers Federation (NMPF) and other farmer groups, conducted numerous farmer communications training workshops in 2002, helping hundreds of dairy producers across the nation hone their skills on communicating dairy's sound animal care, environmental and food safety practices to consumers. Trained farmer spokespersons conducted desk-side visits to educate editorial staffs from key national consumer media in Washington D.C. and New York City on myths and facts about milk production practices. ADADC Mid East developed its own Farmer Spokesperson Network, involving more than 25 farmers in Ohio, West Virginia and western Pennsylvania. The farmers were media trained and are on standby to respond to local media requests.

8. Identified new uses for dairy ingredients. With the help of dairy checkoff-funded research, a number of dairy product and technology introductions and improvements hit the consumer marketplace in 2002. For example:

• Pizza Hut used a Mozzarella cheese developed from checkoff-funded research in its P'Zone™, a

combination pizza and calzone.

• Research led to the development of whey protein polymers that act as thickening agents, thus opening new food ingredient opportunities for whey.

9. Expanded international dairy markets. A checkoff-funded cheese foodservice promotion in Mexico, managed by the U.S. Dairy Export Council® (USDEC), helped increase U.S. cheese use by 14 percent for Domino's Mexican market.

10. Led dairy industry animal health emergency preparedness communications efforts. The dairy checkoff joined forces with

ers stay vigilant about Foot-and-Mouth disease and other animal diseases. The brochure included communications tips and messages the industry can use in communicating to the public about FMD and other potential animal health issues. It was distributed to ADADC Mid East's dairy farmers with Dairy Management Inc. and ADADC Mid East's annual reports.

For more information about these and other dairy checkoff-funded programs, visit [www.dairycheckoff.com](http://www.dairycheckoff.com) or [www.adadcmideast.com](http://www.adadcmideast.com).

NMPF, USDEC and the International Dairy Foods Association to develop a communications plan to assist the dairy industry in the event of an animal health emergency. This effort included the development of a USDA-reviewed brochure to help produc-

**GREAT GIFT IDEA!**

**Lancaster Farming**  
**CAP \$3.50\*** Each

Available At  
**Lancaster Farming,**  
1 East Main St., Ephrata, PA  
PLUS Shipping & Handling \$2.50  
Add't Cap and Shipping @ \$4.00 Each  
Phone 717-626-1164

**SAUDERS**  
**PICK YOUR OWN**  
**STRAWBERRIES**

Containers Supplied

also, Rhubarb and Asparagus available

**717-445-6456 or 1-800-872-8708**

**CLOSED SUNDAYS**

1 mi. W of Terre Hill on Valley View Rd.

CLOSED SUNDAYS, NEW YEAR,  
EASTER MONDAY, ASCENSION DAY,  
WHIT MONDAY, OCT. 11, THANKSGIVING,  
CHRISTMAS & DECEMBER 26TH

**FISHER FURNITURE**

NEW AND USED FURNITURE  
Antique & Collectables

BUS. HRS. BOX 57  
MON.-THURS. 8-5 1129 GEORGETOWN RD.  
FRI., 8-8, SAT. 8-12 BART, PA 17503

**Mahoning Outdoor Furnaces**  
*Cut Heating Cost With An Outdoor Furnace*

*An Efficient Solution To All Your Heating Needs!*

Standard Models Burn Wood, Coal  
Multi-Fuel Models Burn Wood, Coal,  
Oil, Propane, Gas or Waste Oil  
"Adapts To All Existing Systems"

[www.mahoningoutdoorfurnace.com](http://www.mahoningoutdoorfurnace.com)

*The Natural Way To Heat!*  
Dealerships Available in Some Areas.

**800-692-5200**