

Summer Milk Promotions Target Consumers



Delaware State Dairy Princess Lacey Dixon, Dover, Del., places the giant cherry ball atop the 36 gallon ice cream sundae at the Delaware State Fair.

PHILADELPHIA — Mid-Atlantic Dairy Association was busy this summer promoting milk and dairy products at various consumer events, treating consumers to ice cream sundaes, cheese, Mix-It-With-Milk flavors, and 3-A-Day of Dairy activities.

At the Delaware State Fair in July, Mid-Atlantic Dairy Association supported the Delaware Dairy Princess Committee in building a giant 36-gallon ice cream sundae complete with chocolate syrup, nuts, whipped cream, and a giant cherry ball. Delaware State Dairy Princess Lacey Dixon and Alternate Delaware Dairy Princess Kirsten Winston served the refreshing treat to about 500 fairgoers.

In Pennsylvania, Harrisburg area families had two opportunities to enjoy dairy on Saturday, Aug. 2. The first event was "Super Saturday," at Harrisburg Area Community College. At this event, Mid-Atlantic promoted the new 3-A-Day of Dairy campaign to the crowd of approximately 2,500.

Kids had the chance to shoot for 3-A-Day of Dairy through the pop n' shot basketball game. Those that shot three out of five baskets received a special 3-A-Day prize. About 600 kids got a 3-A-Day basketball key chain for trying the game. While kids enjoyed the basketball game, adults picked up 3-A-Day information at the Mid-Atlantic booth and signed up to receive Get 3!, the free monthly e-newsletter.

The next event was "PNC Saturdays," in Harrisburg's Market Square. Mid-Atlantic hosted a Mix-It-With-Milk n' Jell-O event. Approximately 300 kids and parents used five gallons of milk to concoct flavorful creations with Jell-O Brand products, flavored syrups, and graham crackers crumbs. Brochures, recipes and Jell-O coupons were distributed to families. Pennsylvania Dairy



The cheese carving champion at the Maryland State Fair is Jay Elliot, Baltimore, Md.

Princess Raechel Kilgore, Lancaster County Dairy Princess Karla Martin, and York County Dairy Princess Heather Baumgardner helped at both Harrisburg promotions.

The "Beyond Cheddar Cheese Carving Contest" at the Maryland State Fair was hosted by the Maryland Dairy Princess Committee and sponsored by Mid-Atlantic Dairy Association. Four contestants were chosen randomly from the audience and carved masterpieces from five-pound blocks of Cheddar cheese.

Jay Elliot of Baltimore, Md. was the grand prize winner, crafting a "farm truck." He received a gourmet cheese basket for his efforts. South Central Dairy Princess Holly Connelly was on hand to offer cheese samples to onlookers.

Maryland dairy producer and

Mid-Atlantic Dairy Association dairy farmer spokesperson Becky Kilby provided an interview for FOX 45-TV in Baltimore during the event.

"Dairy farmers work hard every day of the year to provide a safe, high quality product for the consumer," said Kilby of Colara, Md. "Because Americans love their cheese, this contest is just a fun way to remind people to keep enjoying the many varieties while supporting their local Maryland dairy producers."

The Mid-Atlantic Dairy Association is a regional promotion organization funded by dairy farmers to increase dairy product demand in the Mid-Atlantic region through advertising, communications and nutrition education programs. For more information on Mid-Atlantic programs, log onto the Website www.dairyspot.com.



Pennsylvania Dairy Princess Raechel Kilgore helps a boy Mix It With Milk at the Mid-Atlantic's promotion at "PNC Saturdays" in Harrisburg's Market Square.

Dairy Council Provides Nutrition Education Online For Kids

PHILADELPHIA, (Philadelphia Co.) — Question: What kind of beans have landed on the moon? The answer: Human beans! A sense of humor and fun is what the newly redesigned nutritionexplorations.org is about.

From "Mungo the Monster" and the "Make-A-Shake" virtual blender, to "lessons at a glance" and "smart nutrition shopping tips," the revamped site offers interactive and fun ways to reach and learn nutrition.

By merging the Nutrition Explorations and Family Food zone sites together, I-SITE

and National Dairy Council have created an online resource with the goal to educate children about good nutrition while creating positive attitudes about milk, cheese, and dairy products as part of a balanced diet.

Recognizing that a life-long habit of eating well begins at a young age, the site is aimed not just at kids, but also at teachers, school food service professionals and parents who are provided with comprehensive tools they can use to promote and practice good nutrition.



Pennsylvania Dairy Princess Raechel Kilgore, right, along with York County Dairy Princess Heather Baumgardner, right, and Lancaster County Dairy Princess Karla Martin, helps Mid-Atlantic Dairy Association promote 3-A-Day of Dairy at "Super Saturday" in Harrisburg.