

2007 BUTTER SCULPTURE HONORS FAMOUS PHILADELPHIA ICONS

Benjamin Franklin and the Liberty Bell churned out in Harrisburg for the 91st Pennsylvania Farm Show in January and garnered national print and television media attention.

Crafted from 800 pounds of butter donated by the Land O'Lakes plant in Carlisle, Pa., this year's sculpture honored two of Philadelphia's most prominent residents. "As Philadelphia winds down Ben Franklin's 300th birthday celebration, it's fitting that dairy farmers honor the gentleman who studied electricity and noted a key principle of refrigeration, elements very important to the dairy industry," said Gordon Hoover, chairman of the Mid-Atlantic Dairy Association board of directors.



The 2007 Pennsylvania Farm Show butter sculpture depicts the Liberty Bell and Ben Franklin.

At the close of the Pennsylvania Farm Show, the buttery likenesses of Benjamin Franklin and the Liberty Bell made a return trip to the City of Brotherly Love where they became fuel for the future. In collaboration with the U.S. Department of Agriculture's Eastern Regional Research Center, Philadelphia Fry-o-Diesel currently operates a pilot plant in Philadelphia and has developed innovative technology for conversion of waste greases into high quality biodiesel.

More than 580 dairy farmers attending the Keystone Farm Show in York, Pa., and the Pennsylvania Farm Show in Harrisburg, Pa., stopped by the Mid-Atlantic Dairy Association exhibit booth to redeem their postcard for a free "Make a Splash with Flavored Milk" tote bag. In addition, dairy farmers had the chance to win a "got milk?" jacket. Winners from the Pennsylvania Farm Show included Duane Hertzler of Loysville, Pa., and Dale Pheasant of Williamsburg, Pa. Winners from the Keystone Farm Show were David Stahl of Somerset, Pa., and Dale Weaver of Myerstown, Pa.



DAIRY CHECKOFF DRIVES DAIRY SALES THROUGH PARTNERSHIPS AND INNOVATION

The value of your dairy checkoff efforts are greatly extended by focusing on targeted partnerships with the food, beverage and health industries. Much of the industry's success is due to powerful new partnerships that help provide consumers dairy products when, where and how they want them.

"Dairy farmers can be proud that, through their checkoff investment, they work progressively with national restaurant chains, schools, dairy manufacturers, retailers, health professional organizations, and others to drive innovation and dairy product and ingredient sales," said Patricia Purcell, chief executive officer of Mid-Atlantic Dairy Association. "Both nationally and locally, we are making dairy checkoff work for you."

The December 2006 issue of the *Milk Messenger* reported on the growing availability of milk in plastic single-serve containers in quick-serve restaurants, our New Look of School Milk efforts to put milk in plastic bottles on the school meal line, and working with restaurants to include more dairy ingredients on their menus. All of these areas will remain priorities for 2007. Additionally, dairy checkoff works on your behalf behind the scenes in many other ways. Examples include:

- **Dairy ingredient marketing builds demand for millions of pounds of additional milk volume.** Your dairy checkoff increases sales of U.S.-produced dairy ingredients by helping to spur innovation. Checkoff provides consulting, technical assistance, product, technology and nutrition and market research to help develop and introduce new product formulations that include dairy ingredients. Examples currently in the marketplace include Kellogg's® Special K2O Protein Waters, a whey protein-enhanced water that uses an estimated 150,000 pounds of whey protein isolate each year, and SlimFast® Optima™, which is a reformulated SlimFast drink that contains more fat-free milk and creates demand for an estimated 34 million to 68 million pounds of milk annually.
- **U.S. dairy exports set records for volume.** U.S. dairy exports continue to grow, representing more than 8 percent of annual domestic milk solids production — more than double the export volume from just a decade ago (Source: National Milk Producers Federation). Dairy producers fund export development that helps build new markets for U.S.-produced dairy products and ingredients. In fact, one in three pounds of new milk solids production is now sold internationally.
- **Farmer-funded nutrition research and education helps promote dairy as part of a healthy diet.** Dairy farmers fund nutrition research to show how dairy consumption can uniquely address the public's health and wellness needs, including the role dairy plays in weight loss/weight management and reducing the risk of certain types of cancers, heart disease and hypertension. To help spread the word, checkoff staff members work closely with four leading health professional organizations — the American Academy of Family Physicians, the American Academy of Pediatrics, the American Dietetic Association and the National Medical Association — which represent more than 250,000 health professionals nationwide.

NBC4 HEALTH AND FITNESS EXPO IN WASHINGTON, D.C.



Kids learn about milk and strong bones during the NBC4 Health and Fitness Expo.

Dairy promotion efforts in 2007 will continue to reinforce and solidify awareness among the health community and the general public of the need to consume three servings of dairy a day. To help meet this goal, Mid-Atlantic Dairy Association participated in the 14th annual NBC4 Health and Fitness Expo in Washington, D.C., in January and was among more than 200 exhibitors to offer healthy living advice to more than 80,000 in attendance.

More than 2,200 cheese samples, courtesy of Cabot Cheese, were enjoyed by visitors to the dairy promotion booth. In addition, they received recipes, 3-A-Day™ of Dairy information, tips on including dairy in a healthy eating plan and information on the benefits of flavored milk.

Additionally, dairy checkoff partnered with Dr. Laura Tosi, a pediatric orthopedic surgeon at Children's National Medical Center in Washington, D.C., at the Children's National Medical Center's Bone Health exhibit. Dr. Tosi is a powerful dairy advocate and talked to kids about how drinking milk makes strong bones. More than 3,000 kids and parents sampled a variety of flavored and lactose-free milks and posed for milk mustache photos taken in front of the "Body by Milk" campaign celebrity posters.

THINK ABOUT YOUR DRINK

"Think About Your Drink!" is a fully-integrated program developed by MilkPEP to open consumer's eyes about milk's role in a healthy lifestyle and in achieving and maintaining a healthy weight. Launched in January, the message was delivered through point-of-sale materials in retail stores, in magazines, newspapers and public service style TV announcements. The overriding basis of the program is that too many Americans are not giving enough attention to the nutritional value of the beverages they drink and reminding them that milk is the best choice for maintaining good health and weight control.



Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program are the regional dairy-farmer funded promotion organizations responsible for increasing milk and dairy product demand throughout Pennsylvania and the Mid-Atlantic region. Funded by more than 7,500 dairy farmers, they work closely with Dairy Management Inc.™, the national dairy promotion organization, to implement dairy promotion, education and research programs nationwide. For more information, please contact 215-627-8800 • www.dairyspot.com

NEWSBRIEFS

Three Join Mid-Atlantic Staff

Mid-Atlantic Dairy Association is pleased to welcome three new staff members to the team of professionals dedicated to building demand for milk and dairy products.

Lisa Perrin joined the communications team as marketing communications manager, based in Harrisburg, Pa. In addition, Kathy Kern and Ollie Marseglia have been hired as school marketing managers. Kern will serve the southern New Jersey area and portions of Pennsylvania while Marseglia will work with school districts in northern Virginia, Maryland and Delaware.

New Brochure Showcases

Pennsylvania's Dairy Industry

Besides delivering nutritious food to consumers, Pennsylvania's dairy farmers impact the Commonwealth's communities, economy and environment, and the Pennsylvania Dairy Task Force is working to teach people just how much through a new brochure titled "Pennsylvania's Dairy Farmers Bring More than Just Milk to the Table."

To order copies of the brochure, contact the Pennsylvania Center for Dairy Excellence by calling (717) 346-0849 or by sending an e-mail to info@centerfordairyexcellence.org. For an online version of the new brochure, visit www.centerfordairyexcellence.org and click on "Dairy Image Brochures" at the bottom-right corner of the home page.

2007 Promotional Materials

Order Form Now Available

The 2007 Promotional Materials Order Form is now available. Dairy farmers and dairy princess committees are eligible to receive free materials to promote milk and dairy products at local events. For a copy of the order form, contact our customer service department at 1-800-220-6586.

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