



MID-ATLANTIC DAIRY ASSOCIATION
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Students Make ‘My Breakfast Promise’ and Win Rally

Philadelphia Eagles football players Omar Gaither and Chris Gocong swooped into two elementary schools to reward students for participating in the “My Breakfast Promise” promotion. At least 100 students at J.W. Lilley Elementary School in Sicklerville, N.J., and Grover Cleveland Elementary in Philadelphia signed the “My Breakfast Promise” petition, pledging to kick off the day with a healthy breakfast. More than 55 schools in Philadelphia and southern New Jersey entered the contest.

“The ‘My Breakfast Promise’ program reinforces our breakfast curriculum in a fun, positive way

that the students will remember,” said Erica Green, principal of Grover Cleveland Elementary.

The football stars, accompanied by the Eagles’ pep band and cheerleaders, hosted a breakfast rally at each school in December. Students learned how a healthy breakfast, including milk, cheese or yogurt, can help fuel them for the rest of the day.



Students at J.W. Lilley Elementary School in Sicklerville, N.J., learn the importance of a healthy breakfast during a breakfast rally with Philadelphia Eagles player Omar Gaither.



THE MILK messenger

FEBRUARY 2009

'Cammie the Calf' Finds New Homes at Farm Show

The Mookins Adoption Center opened for business at the 93rd Pennsylvania Farm Show in January. More than 4,000 people adopted "Cammie the Calf," through a virtual adoption. Cammie was born at Ar-Joy Holsteins, owned by Duane and Marilyn Hershey in Cochranville, Pa., and will continue to live on the farm in Chester County.

Cammie's adoptive parents, however, can watch her "grow up" on Mid-Atlantic Dairy Association's Web site, www.dairyspot.com, through the Dairy Diary blog written by Marilyn Hershey. Farm Show visitors who adopted Cammie took home a stuffed toy cow



Dairy farmer Vernon Horst finalizes adoptions of "Cammie the Calf" at the Pennsylvania Farm Show. Horst serves on both the Mid-Atlantic Dairy Association and Pa. Dairy Promotion Program board of directors.

along with messages about the importance of three servings of dairy a day and facts about raising healthy, productive cows.

A sincere thank you to all dairy farmers who visited Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program to learn more about your dairy checkoff investment at either the Keystone Farm Show in York, Pa., or the Pennsylvania Farm Show in Harrisburg. We hope the "got milk?®" knit cap keeps you warm this winter! Congratulations to the randomly selected winners of a "got milk?®" jacket, Eric Herr of Lancaster, Pa., and Janice and Floyd Martin of Womelsdorf, Pa.



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From the Chairman

David Weitzer,
Poolesville, Md.

Our dairy checkoff investment is working hard to secure a better future for dairy farmers. These are tough times for our industry, and I want you to know that your dairy checkoff will continue working to build sales through strong partnerships and innovative initiatives to address solutions to long-term industry challenges.

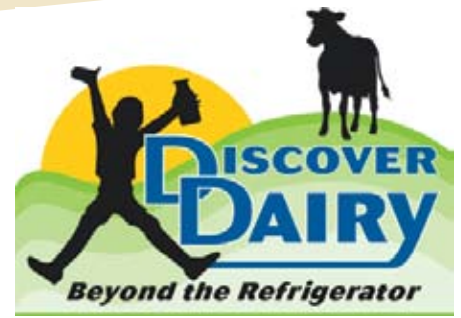
Here are a few of the dairy checkoff initiatives that will help the dairy industry grow sales in 2009 and beyond:

- The Innovation Center for U.S. Dairy, established by your dairy checkoff.
- Growing milk and cheese sales in foodservice.
- Creating new sales opportunities through dairy ingredient marketing.
- Bringing science-based nutrition research to public health leaders through the Nutrient Rich Foods Coalition.

- Building awareness of dairy's role in a healthy diet with health professional partnerships.
- Growing sales for the future through an industry-wide sustainability initiative.
- Issues management and crisis preparedness to keep the industry prepared.
- Improving children's health and wellness through the Child Nutrition and Fitness Initiative (CNFI).
- Helping dairy producers tell their story to the public through the "Telling Your Story" program.

Our industry is facing challenging days ahead. However, I believe that these efforts, along with other checkoff initiatives, will continue to position the dairy industry favorably for the future.

To learn more about Mid-Atlantic Dairy Association's dairy checkoff programs, visit www.dairyspot.com.



Discover Dairy Adds Worksheets, Q & A

Teachers, students and even farmers can find resources at the recently expanded Discover Dairy Web site at www.discoverdairy.com. Engaging videos, interactive games and other resources are all part of the new Web site. The Pennsylvania Dairy Promotion Program, in conjunction with the Pa. Center for Dairy Excellence, created Discover Dairy to teach students how dairy farms contribute to our lives and our world.

The new site features sections designated for teachers, kids and dairy farmers with content-specific information under each. New to the teacher section are guided reading pamphlets and assessment-based worksheets. The kids section features interactive games that complement the lesson series, along with the opportunity to take a virtual tour of a dairy farm. A newly added "E-mail a dairy farmer" section opens dialog between kids and farmers.

Producers can also find resources to host local schools or visit classrooms. They can sign up, too, to be part of a database of farms willing to host school field trips.

For more information on Discover Dairy, please contact Lisa Perrin at lperrin@milk4u.org or (717) 787-6903.

Roberta Dixon to Coordinate Speakers Bureau

Dairy farmers know the care and effort that goes into producing every nutritious glass of milk, but do their neighbors? The new speakers bureau, an effort of Pennsylvania Dairy Promotion Program, Mid-Atlantic Dairy Association and the Pa. Center for Dairy Excellence, provides dairy producers with the resources they need to share their dairy story.

More than 30 dairy producers have been trained through the speakers bureau program to speak at community and civic meetings about their role as dairy farm families in the local community. Roberta Dixon of New Wilmington, Pa., has been tapped to serve as the scheduler for the program.

Dixon will work closely with the producers enrolled in the speakers bureau program to help them help their non-farm neighbors better understand how dairy farmers take care of the animals and land, provide the safest products possible, and play a vital role in the local community.

If you are interested in learning more about the speakers bureau, contact Dixon at speakersbureau@live.com or by calling (724) 533-2589.



Meeting Unmet Demand Through New Avenues

One of the goals of the dairy checkoff program is to meet unmet demand — the gap between current sales and potential sales. Mid-Atlantic Dairy Association is working with local businesses to meet unmet demand for dairy in new outlets.

No Pit Stops with Dairy on the Go

When Erie Insurance in Erie, Pa., remodeled its employee cafeteria, Mid-Atlantic Dairy Association worked with the foodservice provider, Metz and Associates, to install a “Dairy on the Go” cooler. The cooler is available to Erie Insurance’s more than 2,400 employees, allowing them to purchase milk and other dairy products to complement at-work meals. Offerings include single-serve milk bottles, yogurt cups and



Aaron Woods, 15, receives an autographed bowling ball from Jerome Bettis at a special one-on-one dinner in January. Aaron purchased milk from the new vending machine at Nesbits' Lanes in Pittsburgh.

pudding, cheese plates and string cheese. Employees can also grab gallons and half-gallons of milk

to take home at night. This saves employees time because they won't have to make an additional stop on the way home.

A Strike for Dairy

Students who roll into Nesbits' Lanes in Pittsburgh for after-school bowling leagues can now grab plastic bottles of milk from a new vending machine. Since it was installed in October, the milk vending machine has more than doubled daily sales of milk. It also provides a healthier alternative to traditional bowling alley fare, including French fries, fried chicken, nachos and soda. To help promote the vending machine, student bowlers who chose milk were entered to win the chance to meet former Pittsburgh Steelers player and avid bowler, Jerome Bettis.

Online Ordering and New Promotion Materials Available for Dairy Farmers

Mid-Atlantic Dairy Association announces a new way to order promotion materials — online ordering via our Web site. Promotion materials are available to dairy farmers, dairy princesses and dairy promotion committees to enhance your grassroots promotion efforts. The Web site will allow easy ordering of promotion materials at any time. To place an order online, visit our Web site at www.dairyspot.com/farmers/farmers.html. Traditional ordering by phone is still available by calling toll-free at 1-800-220-6586. Please allow two weeks for delivery.

New Promotion Items Offered

To boost local promotion endeavors, four new promotion items are now available:

- **Dish Up Dairy** recipe brochures contain new exciting lowfat recipes to help you get three servings of dairy a day.
- Inflatable “got milk?[®]” cows are available in black and white and brown and white.
- **Promotional placemats** that can be used in local restaurants help spread the word about how Pennsylvania dairy farmers care for their animals, the land and the environment.

- Available for school tours only are new **biodegradable plastic bags**, 9-inch by 12-inch plastic bags with the 3-A-Day[®] of Dairy message.

The new items, in addition to a variety of other promotion materials, are provided free to dairy farmers in the Mid-Atlantic Dairy Association service area. Visit www.dairyspot.com/farmers/farmers.html for a complete list of items available, or call Amberleigh Yurkanin at (717) 991-2483 for a printed order form.