



MID-ATLANTIC DAIRY ASSOCIATION
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PHILADELPHIA PA 19106



**McDonald's® New
Angus Third Pounders...
DOUBLE
the Cheese.**

Read inside about a new cheese promotion!

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Inspired by the unique tastes to be found throughout the country, Domino's American Legends pizzas are available in six additional varieties: Honolulu Hawaiian, Cali Chicken Bacon Ranch™, Pacific Veggie, Memphis BBQ Chicken, Buffalo Chicken and Philly Cheese Steak.

FOR MORE INFORMATION

phone 215.627.8800
fax 215.627.8887
www.dairyspot.com

Princesses Primed for Dairy Promotion

Dairy Princesses, alternates and committee members from throughout Pennsylvania, Maryland and Virginia attended the annual dairy princess seminar on July 10 at Lycoming College in Williamsport, Pa. Mid-Atlantic Dairy Association staff members conducted a Straight Talk on Dairy workshop, which trains and empowers dairy royalty to speak up on behalf of the dairy industry and to address tough consumer questions about the industry and its products.

In addition to the Straight Talk on Dairy workshop, Mid-Atlantic and Pennsylvania Dairy Promotion Program led additional

training at the annual seminar. Our staff members conducted workshops to help dairy royalty prepare school presentations and led an additional session about using myDairy – dairy checkoff's program to reach consumers through social media, like Facebook and Twitter. In addition, your local dairy checkoff provided a resource kit to each county dairy promotion team to assist in preparing activities for print and broadcast media

outreach. The kit contains sample press releases, recipes, dairy facts and public service announcements to help the local princesses share a positive message of dairy products and the dairy industry.



Pennsylvania State Dairy Royalty. L to R: Nicole Wasson, Abby Trotter and LeeAnn Kapanick.

MID-ATLANTIC DAIRY ASSOCIATION AND DMI WORKING TOGETHER TO BUILD DAIRY DEMAND.



**THE MILK
messenger**

AUGUST 2009

**Hats Off to Ag
Progress Days**

Dairy Farmers are invited to visit their local dairy checkoff organizations, Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program, during Ag Progress Days from Aug. 18 to 20 in Rock Springs, Pa. Our booth, located in Dairy and Livestock Tent #1, will provide information about your dairy checkoff investment. Be sure to bring your postcard to the booth and exchange it for a "got milk?®" hat.

Pennsylvania Dairy Promotion Program will host a picnic on the Ag Progress Days grounds Thursday, Aug. 20, from noon to 1 p.m. All dairy farmers are invited to hear a dairy checkoff update and enjoy a boxed lunch in the Special Events Building. Call Kathy McDade at 267-322-6910 to make your reservations.



Farmer Baseball Games are a Home Run

For the second year in a row, Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program invited local dairy farmers to a summer picnic and ballgame. Working with five minor league ball teams, more than 900 dairy farmers and their families shared in the excitement of cheering on their teams while enjoying a delicious picnic meal.

At each game, farmers were recognized with a "dairy farmer salute" and public service announcements during the game and between innings. In conjunction with the ballpark promotions, Mid-Atlantic and PDPP partnered with McDonald's® and Wendy's® to drive dairy sales in foodservice,

focusing on the McCafé milk-based beverages at McDonald's and milk at Wendy's.

Thanks to all dairy farmers who participated and to Wayne Beidel, Newburg, Pa., Scott Youse, Ridley, Md., Christine Cooney, Spartansburg, Pa., Harold Shaulis, Somerset, Pa., and Bertha Ackerson, Marion Center, Pa., who threw out the game-opening

first pitches at the Harrisburg Senators, Delmarva Shorebirds, Erie SeaWolves, Altoona Curve and Washington Wild Things, respectively.



Dairy nights at the ballpark salute local dairy farmers.

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McDonald's says, 'More Cheese, Please!'

Americans love cheese. In fact, the average American eats 32.7 pounds of cheese every year, and that number is expected to climb to 37 pounds by 2017. Through an ongoing partnership, dairy checkoff teamed up with McDonald's® to introduce its first new burger since 2001 to help drive cheese consumption.

The new Angus Third Pounders are 100 percent Angus beef burgers, served on toasted bakery-style sesame seed rolls. The new line is available in three gourmet flavors:

Deluxe – topped with mayonnaise, mustard, tomato, leaf lettuce, red onions, dill pickles and slices of American cheese.

Bacon and Cheese – topped with ketchup, mustard, red onions, dill pickles, three slices of bacon and slices of American cheese.

Mushroom and Swiss – topped with mayonnaise, sautéed mushrooms and slices of Swiss cheese.

Each Angus patty is sandwiched between two slices of cheese, which is double the cheese on a traditional burger. McDonald's introduced the burgers in about 75 percent of its stores nationwide in early July. Estimates show that this rollout will contribute incremental 50 million pounds of milk volume sales annually.

Milk Sales Growing at Local Ballpark

Two local ballparks began selling milk in plastic bottles this summer and sales are going, going, gone past last year's figures, when milk was sold only in paperboard cartons.

Blair County Ballpark in Altoona, Pa., introduced milk in 8-ounce plastic bottles to nearly 12,000 students during School Kids Days in May. Fans have milk access all season long via 16-ounce bottles of Galliker Dairy milk from concession stands.



Blair county dairy farmer John Burket helped promote milk at ballparks this summer.

At Coca-Cola Park in Allentown, Pa., milk is part of the healthy beverage options available through the Capital BlueCross Healthy Family Fun Menu. Milk from Lehigh Valley Farms is front and center at two concession stands, enticingly displayed in countertop coolers. By mid-July, sales have almost tripled from the 2008 season.

Because ballparks provide affordable family entertainment, it's the perfect audience for the New Look of School Milk, dairy checkoff's program to offer milk in kid-friendly, plastic single-serve containers. Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program will promote the 8-ounce plastic bottles through special events, like camp days and back to school nights at the ballparks. Packets of materials about the New Look of School Milk are available to encourage schools to offer milk in plastic bottles. Studies show kids will choose milk more often and drink more milk when it's offered in a contemporary package.

Nutrient Rich Foods Focus of Media Training

Mid-Atlantic Dairy Association's staff of registered dietitians proactively communicates with media outlets throughout our territory. However, the media occasionally dismisses "industry" representatives because viewers can perceive them as biased.

To overcome this perceived bias and keep dairy prominent in the news, Mid-Atlantic Dairy Association selected influential third-party registered dietitians for two media workshops held in June in Arlington, Va., and Baltimore, Md. The dietitians were trained by Leslie Bonci, director of the University of Pittsburgh Medical Center Sports Medicine's Nutrition Center and registered dietitian for the Pittsburgh

Steelers, to use talking points for the Nutrient Rich Foods approach, which promotes healthy eating by choosing nutrient rich foods from the five food groups – including dairy. Media consultant and registered dietitian Joan Horbiak conducted the media trainings, which featured dynamic presentations on media pitching and propping from Mid-Atlantic Dairy Association's seasoned media professionals Althea Zanecosky and Isabel Maples.



Baltimore media spokesperson trainee Sara Simard practices nutrient rich foods dairy messages in front of the camera with Joan Horbiak, media trainer.

"As a regular writer for the health and nutrition Web sites QualityHealth.com and Nubella.com, I have already incorporated the information into my writing and in my nutrition consulting practice," said Theresa Stahl, RD, LDN, who operates a private practice in Maryland.

Domino's Heats Up with the Fiery Hawaiian

Domino's is heating up the summer with its new Fiery Hawaiian pizza, the newest addition to its popular Domino's American Legends™ specialty line launched earlier this year.

America's dairy farmers helped Domino's introduce American Legends pizzas, which feature up to 40 percent more cheese than a regular Domino's pizza. The dairy checkoff has invested \$12 million dollars in advertising support around the new pizzas, while Domino's has invested four to five times that amount on menu development, in-store staff training, advertising, online and promotion



materials - including a newly designed pizza box that credits dairy producers for supplying great-tasting, quality cheese.

Through the Domino's partnership and other checkoff efforts, dairy producers are helping to build pizza sales for the short and long term. Pizza sales directly affect cheese sales — more than 25 percent of total cheese sales is used on pizzas, representing more than 2.5 billion pounds of cheese annually and more than 25 billion pounds of milk used each year.

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