



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



# THE MILK messenger

FEBRUARY 2008



— *Chairman*, continued from Page 2

All dairy producers benefit from the dairy checkoff. Our position as a unified program that represents all dairy producers opens doors to cooperation with national retailers, food manufacturers, foodservice chains and other partners. We would not have as much credibility with these organizations if we did not speak on behalf of the entire dairy industry.

I'm proud of our promotions programs, the success we've had, and the bright future we face together.

## FOR MORE INFORMATION

phone 215.627.8800  
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[www.dairyspot.com](http://www.dairyspot.com)

— *'Today'*, continued from Page 1

The importance of dairy as it pertains to bone health was a popular topic and provided the focus of a live, national television interview with Dr. Tosi by Willard Scott of NBC's "Today!" Dr. Tosi drove home the all-important message that children need plenty of dairy for proper bone health as they

— *All Aboard*, continued from Page 2

Dairy farmers' checkoff dollars were hard at work as Mid-Atlantic Dairy Association was on-site Dec. 8, touting the health benefits of dairy and sampling more than 2,000 peppermint milk steamers to the aquarium's 7,000-plus patrons. Pizza Hut® customers who purchased milk with a Pizza Hut Kids Meal received a \$3 off coupon for admission to the aquarium during

grow. Another interview with Dr. Tosi by the sponsor of the Expo, local NBC affiliate WRC-TV4, reached nearly 130,000 people in the D.C. metro area, encouraging them to visit the Center's booth for information on dairy intake and bone health.

this special promotion.

"We are pleased to work with foodservice partners like Pizza Hut® to drive dairy sales in our key markets," said John Chrisman, vice president of marketing for Mid-Atlantic Dairy Association, "Our retail promotions help enhance dairy farmers' contributions to the checkoff program."

## Becky Gallagher Joins Mid-Atlantic Dairy Association Staff



Becky Gallagher has joined Mid-Atlantic Dairy Association's marketing team as an industry development manager. Gallagher previously worked for Schneider's Dairy and in her new position will work with dairy processors and manufacturers to increase volume sales through partnerships and collaboration. She is based in the Pittsburgh area.



## Dairy Promotion Garner Attention from 'Today'

Partnerships with key health professional leaders are an effective way to reach consumers with positive dairy information. In January, Mid-Atlantic Dairy Association teamed up with Dr. Laura Tosi, a well-known pediatric orthopedic surgeon at Children's National Medical Center in Washington, D.C., to get the word out about the importance of dairy intake and bone health at the 15th annual NBC4 Health & Fitness Expo. More than 85,000 consumers attended during one weekend!

Visitors to the booth were treated to delicious samples of flavored milk, lactose-free products and cheese,

while waiting to get their very own milk mustache photo. Mid-Atlantic Dairy

Association's registered dietitians were also available to engage consumers and their kids about the nutritional benefits of dairy products, as well as to dispel any misconceptions about lactose intolerance.

— *'Today'*, continued on Page 4



Willard Scott, right, of NBC's "Today" learns about dairy and bone health from Dr. Laura Tosi.

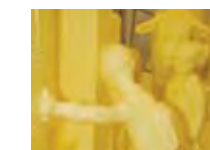
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## From the Chairman David Weitzer, Poolesville, Md.

### Telling the Checkoff Story Q & A

*Why do we need a dairy checkoff program where all dairy producers invest and participate?*

The nation's dairy producers voted to have a mandatory checkoff program because it takes a united and focused effort to increase consumption of dairy products in order to eliminate the huge surplus of milk that existed. Twenty years later, that surplus is gone, while U.S. milk production continues to increase annually. Per capita consumption of total dairy products has increased by more than 15 percent to 605 pounds today, compared to 522 pounds in 1983 when the national dairy checkoff was established.

Because we have worked together, we have achieved significant accomplishments, such as white and flavored milk in plastic bottles in more than 9,200 schools, the 2005 Dietary Guidelines for Americans that recommend three servings of dairy a day, and improved milk offerings at nearly 60,000 fast-food restaurants, including Subway®, McDonald's®, Wendy's®, Sonic® Drive-In, and Burger King®.

— *Chairman, continued on Page 4*

## All Aboard for a 'Sent-sational' Good Time

Mid-Atlantic Dairy Association partnered with Pizza Hut® and the National Aquarium in Baltimore to promote milk during the 4D Immersion Theater Grand Opening in December, which included a special showing of the holiday classic, The Polar Express™.

During the 12-minute version of the movie, viewers experienced the magic of 4D technology sensory effects by touching snowflakes, feeling the roar of the steam engine, and coming face to face with Santa Claus, while the aroma of hot chocolate milk filled the air.

— *All Aboard, continued on Page 4*



## Osteoporosis Education Program Reaches Rural Women

Did you know that 500,000 women in Pennsylvania suffer from osteoporosis? To raise awareness of the brittle bone disease among rural women, Mid-Atlantic Dairy Association partnered with the Pennsylvania Commission for Women to sponsor a multimedia campaign featuring billboards and radio and television public service announcements (PSAs). The advertisements encourage women to build stronger bones with three servings of dairy every day. One serving of milk,

cheese or yogurt contains 30 percent of the bone-building calcium women need to ward off osteoporosis.



Eleven hot pink billboards are posted in Bedford, Bradford, Cameron, Juniata, Perry, Sullivan and Tioga counties. PSAs were sent to 36 radio stations and eight television stations in rural markets.

## Kitch'N Kids Heats Up Again!

Mid-Atlantic Dairy Association is teaming up with Ahold USA and its Pennsylvania-based Giant® Food Stores/Martins Food Markets and Baltimore/Washington, D.C.-based Giant Food (Super G) stores to find the most creative and outstanding young chefs who use dairy foods in their recipes.

Children ages 7 to 14 can submit an original breakfast, lunch, dinner or snack recipe featuring dairy products to be entered in the Kitch'N Kids contest from Feb. 15 to March 22. The submitted recipes must include one or more of the following participating brands: Dannon™ yogurt, Cabot® Cheese,

Garelick/Lehigh Valley™ milk, or any store brand milk, cheese or yogurt item. In each market a recipe cook-off will determine one grand prize winner, who will receive a \$10,000 savings bond, and four first place winners, who will receive a \$1,000 savings bond each.

You can get involved in this promotion too – we encourage you to tell your local school and community organizations about this event. For promotion flyers with more information, please contact Lisa Perrin at 717-787-6903.



A young chef prepares an orange vanilla smoothie, made with lowfat milk and nonfat yogurt.

## Farm Show Butter Sculpture Features Dairy Education

Three students and a cow arrived in Harrisburg on a school bus for the 92nd Pennsylvania Farm Show in January and obtained national print and television media attention! The group was actually crafted from 1,000 pounds of butter donated by Land O'Lakes in Carlisle, Pa., and was this year's sculpture featuring education about agriculture and Pennsylvania's dairy industry.

High School. At Penn State, the butter sculpture will power the tractors used to harvest crops. At State College High School, it will



The 17th annual butter sculpture focused on dairy education.

At the close of the Pennsylvania Farm Show, the buttery smooth school bus and its passengers were transported to State College where they were made into biodiesel at Penn State University and State College

be used by the Integrated Biodiesel Project to fuel the school's grounds equipment.

About 500 dairy farmers attending the Keystone Farm Show in York, Pa., and the Pennsylvania Farm Show in Harrisburg visited the joint Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program exhibit booths to redeem their postcard for a free "got milk?™" cow hoof magnet. In addition, farmers learned about the dairy checkoff and had the chance to win a "got milk?™" jacket. The winner from the Pennsylvania Farm Show is Rob and Chris Waddell, Townville, Pa., and the winner from the Keystone Farm Show is Earl H. Oberholtzer, Lititz, Pa.