

## SUBWAY® RESTAURANTS ADD SINGLE-SERVE MILK TO SUBWAY FRESH FIT™ MENU

SUBWAY® Restaurants has become the latest quick-serve restaurant chain to offer lowfat white and reduced-fat chocolate milk in plastic, single-serve bottles on its menu. SUBWAY® introduced the white milk offering as part of its new SUBWAY FRESH FIT™ menu in its more than 20,000 restaurants across the country, while the chocolate milk will be available a la carte. The bottled milk will be a permanent beverage option for the chain's child and adult customer base.

Dairy producers, through their checkoff investment, will work with SUBWAY® to promote the new milk offerings to the public throughout this summer and fall. This partnership brings the total number of restaurants offering milk in plastic bottles to more than 50,000 nationwide.



Dairy promotion efforts target food industry partners like SUBWAY® to help build short- and long-term milk sales. These partnerships bring additional resources and expertise to producer-funded marketing efforts. This helps advance the goal of dairy producers to help meet unmet consumer demand and increase sales by working with the industry to offer healthy, nutritious meal options for on-the-go consumers.

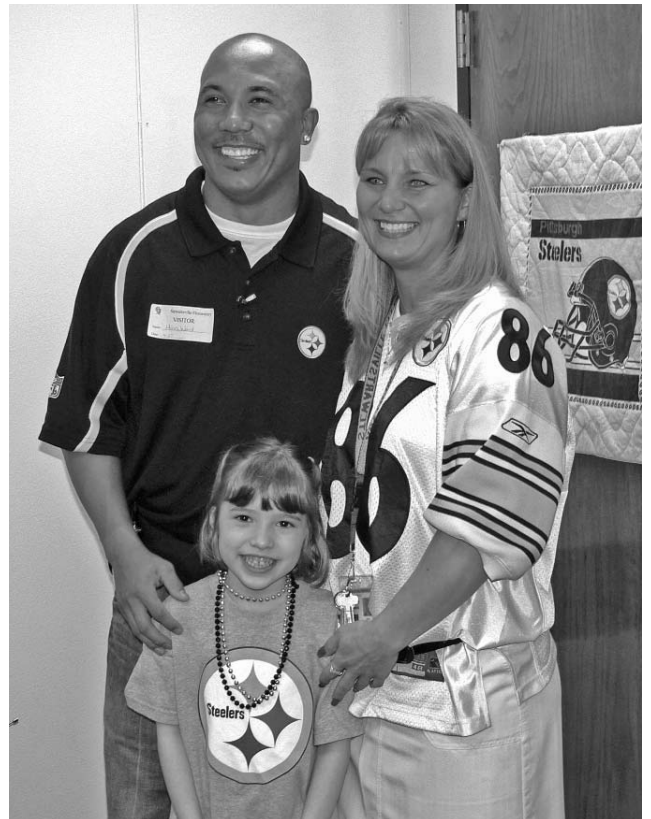
# Milk Messenger

JUNE 2007

Mid-Atlantic Dairy Association and DMI Working Together to Build Dairy Demand

## HINES WARD SCORES WITH DAIRY AT STEWARTSVILLE ELEMENTARY

Students at Stewartsville Elementary School in North Huntingdon, Pa., experienced a one-of-a-kind assembly recently with Pittsburgh Steelers' wide receiver Hines Ward. The fun day was thanks to first-grade student Cecilia Koncerak whose grandfather, James Janosko, won the "Take Hines Ward to School" sweepstakes co-sponsored by Giant Eagle and Mid-Atlantic Dairy Association. Janosko was entered into the sweepstakes by purchasing specified dairy foods at his local Giant Eagle store.



As the contest winner, Cecilia escorted Ward into the assembly and introduced the Super Bowl XL MVP to her fellow students. Ward talked to the 400 kindergarten through fourth grade students about the importance of physical activity and good nutrition, including getting three servings of milk, cheese or yogurt every day. He led students in football drills and exercises with the help of one boy and one girl from each grade. All students received a Hines Ward poster, stress footballs and game-day face stickers. Ward is pictured above with Cecilia and school principal, Doreen Harris.

"It was great to talk to the students about healthy eating," Ward said. "As a father, I know how important it is for growing kids to learn healthy habits, like eating right and getting plenty of exercise, which will stick with them as they age."

"I've been drinking milk since I was a little kid," said Ward, who told the students that football players are just like big kids. "[Troy] Polamalu and I compete to be the first in line for cereal and milk at team breakfasts."

## PHILLY FIT FEST A HUGE SUCCESS

Mid-Atlantic Dairy Association shared 3-A-Day™ of Dairy messages with visitors to the annual Philly Fit Fest, held this spring at the Pennsylvania Convention Center in Philadelphia. The event featured free health screenings, sports and fitness demonstrations, and healthy cooking demonstrations.

More than 55,000 people came out to learn how to achieve a healthy lifestyle – including how lowfat dairy products can fit into their diet. Mid-Atlantic staff provided educational

materials on dairy products to those who visited our booth and signed up 300 moms for the 3-A-Day™ of Dairy Mom's Network, dairy checkoff's ongoing outreach to moms about the benefits of three servings of dairy a day for their families.

Additionally, dairy checkoff worked with registered dietitian Molly Morgan, representing Penn Maid Dairy, to conduct several cooking demonstrations stressing the importance of dairy in a healthy diet.

## KITCH'N KIDS RECIPE CONTEST NAMES WINNERS



Finalist in the Kitch 'N Kids Recipe Contest displays his snack.

Ten aspiring local child chefs competed for the winning title in the recent Kitch'N Kids recipe contest. The cook-off, co-sponsored by Mid-Atlantic Dairy Association, Dannon™ and Cabot Creamery®, was presented by Ahold USA in its Pennsylvania-based Giant® Food Stores/Martins Food Markets and in its Baltimore/Washington, D.C.-based Giant Food (Super G) stores.

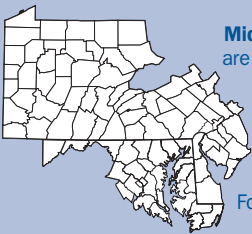
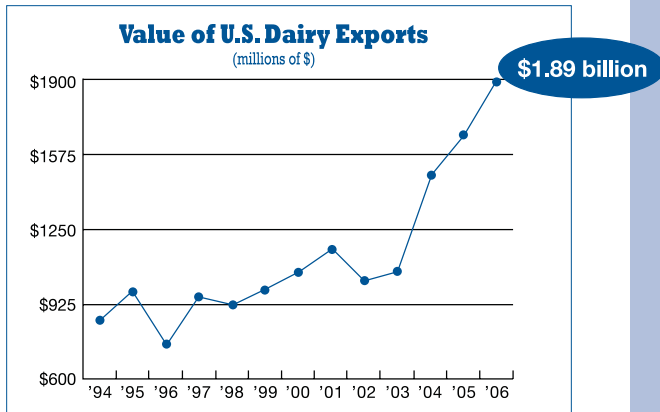
The contest encouraged kids ages 7 to 14 to create an original snack recipe featuring dairy products. Copies of the winning recipes will be available at Giant Stores during June 2007 by purchasing qualifying milk, cheese and yogurt products.

“Kids are more likely to try new foods when they are involved in the meal planning and preparation, so this contest was a perfect way to get them involved at home with their families,” said Andrea Astrachan, consumer advisor for Giant.

Finalists competed in cook-offs in Falls Church, Va., and Camp Hill, Pa., in April. Giant Food Stores awarded \$10,000 savings bonds to two grand-prize winners and eight finalists were awarded \$1,000 savings bonds. The winning recipes were Morning S'Mores, created by Elspeth G. Ripley of Burke, Va., and Broken Hearts, created by Emily Hanes of Paoli, Pa.

## DAIRY EXPORTS GROW

Over the past 10 years, the value of U.S. dairy exports has increased steadily and totaled a record \$1.89 billion in 2006 – up 13 percent from 2005. Nearly all exports over the past three years have been commercial, unsubsidized sales.

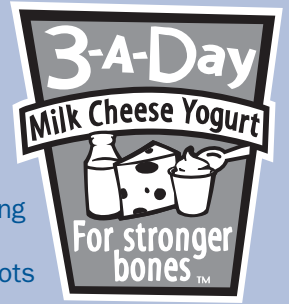


**Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program** are the regional dairy-farmer funded promotion organizations responsible for increasing milk and dairy product demand throughout Pennsylvania and the Mid-Atlantic region. Funded by more than 7,500 dairy farmers, they work closely 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

### Last Chance on Special Items for Summer Promotions

Several special dairy promotion items are available this summer for farmers wishing to conduct local, grassroots promotion activities. All items are available on a first-come, first-serve basis.



- Farm sign with the message “Have You Had Your 3-A-Day Today?” is made of sturdy, hard plastic and measures 24 inches by 36 inches.
- Vinyl banner with the message, “Dairy Farmers Care about their land, their animals and YOU,” measures 2 feet by 6 feet.
- 3-A-Day™ of Dairy Milk Mustache kit includes a 2 foot by 6 foot “Milk, Where’s Your Mustache?” banner, 100 3-A-Day™ of Dairy paper cups and 100 3-A-Day cardboard photo frames. The kit also includes the milk mustache mixture recipe and tips, along with information on how to carry out a milk mustache promotion.
- “got milk?®” black and white magnetic photo frames measure 3 inches by 3¾-inches. Packed in quantities of 100.

All materials are free to dairy farmers and dairy promoters in the Mid-Atlantic Dairy Association service area.

To order, call **1-800-220-6586**. Available while supplies last.

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