

# NEWSNOTES

The Official Newsletter of New York State Dairy Foods, Inc. and the Northeast Dairy Association, Inc.

## Clams, Ice Cream, Golf and Convention, Everyone's Invited!

The summer season is finally here and with it are many dairy industry events you are invited to attend and participate in.

First on the schedule is a June Dairy Month Celebration in the Well of the Legislative Office Building in Albany on June 13. This event draws consumers, legislators and their staff as we highlight and celebrate the dairy industry in June. The event will take place between 11am and 2pm. All dairy industry manufacturers and processors are encouraged to participate by sampling your products. Gov. George Pataki is expected to make a proclamation.

On Wednesday July 12 you have an opportunity for some fun, food and mixing at our association's annual summer clambake day golf outing. Play will be limited to 120 players. All members and their customers are invited to participate. The event will take place at the Links at Erie Village, in East Syracuse NY. Play begins at 7:30am with a shotgun format and you will have a chance to win \$10,000.00 in our hole-in-one contest. It doesn't matter if you have a full foursome or not, register now for some great fun! Contact our office or visit our website for registration forms.

Also on Wed. July 12 is the ever popular Ice Cream Supplier's Clambake. This year the newly formed and merged supplier organization, Northeast Dairy Association, (NDA) will be the sponsor of the event to be held at Hinerwadel's Grove in N. Syracuse, NY, 1pm to 7pm. All members, guests and customers are invited to attend. To order tickets, you must be a member of NDA. Order by June 14th and save 25% on the early bird ticket special. Ticket order forms can be found on NDA's website, [www.neastda.org](http://www.neastda.org).

The final summer event you won't want to miss is our annual Northeast Dairy Convention sponsored by our association, the PA Association of Milk Dealers and the Northeast Dairy Association. The event will take place at the Willow Valley Resort and Conference Center in Lancaster, PA on Sept. 17-20. Everyone in the dairy industry, members, spouses and guests are invited to attend. This two and a half day event starts on Sunday Sept. 17 with an opening cocktail party, dinner and entertainment.

On Monday Sept. 18 and Tuesday Sept. 19 our professional morning speaker sessions will bring you informative information you can use to make your business a better success, confirmed speakers include:

- ◆ Greg Mertes, Dairy Buyer, Wal-Mart
- ◆ Dennis Wolff, PA Sec. of Agriculture



**Willow Valley Resort and Conference Center, Lancaster, PA**

◆ Donna Berry, Editor & Consultant for Dairy

### Foods Magazine

- ◆ Bruce White, Pres. Logistic Solutions, Controlling Your Distribution Costs
- ◆ Dr. Kenneth Bailey, Penn State University, Dairy
- ◆ Production and Pricing Outlook & Travels in Europe
- ◆ Panel Discussion: Plastic or Paper, What Should Your Company Use? Panelists Include Bobby Rogers, Chairman of the Board for the Paperboard Manufacturer's Association; Richard Naczi, Executive Vice President, American Dairy Association, Dairy Council, Inc.; Jeffrey Proulx Director of Food Service Southwestern School District, York County, PA.

Other events will include a golf tournament, area tours, fun, cocktail parties and more. Watch for your registration forms in the mail soon. Contact our office if you need information or check out our websites.

## USDA Issues Recommended Class I Product Definition

The U. S. Department of Agriculture (USDA) last week issued a recommended decision to amend the Class I fluid milk product definition for all federal milk marketing orders. The decision was based on a national public hearing held last June in Pittsburgh, Pa., and will be open for comment during the next 60 days. "IDFA is disappointed in this decision," said IDFA Chief Economist Bob Yonkers. "While the proposed rule does create a new exemption for drinkable yogurts, we're concerned the new criteria will make milk ingredients less desirable in the formulation of new beverage products."

The proposed rule suggests several key changes in the fluid milk product definition. While it maintains the current exemption for beverages with less than 6.5% nonfat solids by weight, the proposed change would require these beverages to have less than 2.25% true protein from all milk ingredients, including whey and casein products.

In a major expansion of the current definition, the new decision would allow USDA to determine whether a product meeting the exemption requirements is comparable to other fluid milk products with respect to form and intended use. If deemed comparable, the product would not be exempt. **Continued on Page 3, See Class I...**



**Bruce W. Krupke**  
**Executive Vice President**  
**Report**

Dear members,  
 As all of you know there are times when sad news has to be reported and I under personal obligation and with great respect that I would like to inform you of the following.

Since our last newsletter two very important people related to the dairy industry in our state and our association passed away. Katherine Towle, known as Kate to many passed away in February. Kate was our association office manager and secretary, she was married to my predecessor Ed Towle. Kate had retired with Ed in 1992.

I met Kate for the first time while attending our association's convention in the 1980's working for another company. She and Ed were there happily staffing and running the convention. So when I started my first day on the job January 2, 1992 in our association office which was then located at 41 State Street in Albany, I already knew it was going to be easy because of Kate's professionalism and helpfulness.

When you start a new job it isn't easy, but Kate really helped me out a lot by showing me around and about the new duties I was to acquire from her. Kate was responsible for the office management, including much of the accounting and what I call membership relations. She was responsible for handing the torch to me and I appreciated everything she did.

To both my friend Ed Towle and your family, I would like to say how very sorry we are for your loss. Kate was a great lady and we will miss her.

I met Bill Barton during my first year on the job. He came and paid a visit to me in our office in Albany. I think he wanted to meet the new guy who was taking over and wanted to see if I was able to size up to the job. From the first day I met Bill I could tell here was a man that knew what he was talking about and who was dedicated to the dairy industry like very few I've met in my career.

Bill in my opinion was a soft spoken individual who took seriously the business of processing and distribution of milk and dairy products to his valued consumers. Bill was our association's President from 1974-1976. Our board of directors thought enough of Bill when he retired to name him the first Honorary Director our association has ever recognized, his name appears to this day on our letterhead.

There were a couple of times in the 90's when I saw Bill or spoke to him on the phone. He loved the dairy industry and really liked to keep up on what was happening. I attended the inaugural ceremony at Cobleskill College when they set up a scholarship in his name. There were a lot of people there that respected Bill and they couldn't have picked a better person to dedicate a scholarship fund to.

Bill worked for Saratoga Dairy, now known as Stewart's Processing in Saratoga Springs for most of his career. If you go to their main office, in their lobby you'll find a display that Bill created. He was very respected and loved by the Dake family who owns Stewart's and their employees. I'm sure they as our association will miss Bill deeply.

To both the Towle and Barton families, please know the dairy industry's hearts are with you all.

# *Sales & Marketing*

## *That Makes a Difference .....*

# June is Dairy Month!

And Don't forget, July is National Ice Cream Month, plan your promotions now!

### **MilkSplash**

Spring Promotion Touts R Real Women's Stories of Milk and Weight-Loss **Success**. Seeing is believing, and MilkPEP is bringing individual stories about milk and weight-loss directly into the community this spring, featuring women who have excelled in losing weight by drinking 24 ounces of milk each day, reducing their calories and exercising.

"This strategy for 'making it real' is designed to really boost interest in milk and milk sales by women all over the country," says IDFA Senior Director of Promotions Julie Buric. The major "Celebrate Success" integrated marketing program includes in-store point-of-sale materials, advertising on mom-friendly TV shows and in magazines, a consumer promotion for a chance to win a new wardrobe, public relations efforts, and Spanish-language POS materials and advertisements.

Building on their successful partnership with MilkPEP in 2005, Curves fitness centers will again play a critical role in this program. And the Milk Mustache Mobile's 75-city tour will visit Curves fitness centers and other sites popular with moms and to share these compelling success stories.

"For two years we've been saying that drinking three glasses of milk a day can help you lose more weight as you follow a reduced-calorie diet and exercise regimen," says Buric. "Now we're showing consumers that this approach works – in a program that stars real-life women who have been successful in losing weight."

The MilkPEP team encourages processors to work with local Curves locations to share milk and weight-loss messaging with their members. Processors interested in partnering with Curves or who need additional POS kits should call the milk hotline at 1-800-945- MILK (6455).

### **New Milk Team Member Will Help Processors Maximize their MilkPEP Investment**

Mike Simmons has joined IDFA to serve as MilkPEP's Director of Processor Relations. In this new position, Mike will help processors make the most of their investment in MilkPEP. "By spending time with individual companies, Mike can help each processor use MilkPEP programs to their fullest and explore opportunities to better promote their brands," says IDFA Vice President of Marketing Tom Nagle.

Mike has 20 years of experience in the consumer packaged goods business. Specifically, he spent 18 years in Bayer's Consumer Care Division working in various sales and marketing roles.

In addition to helping processors leverage MilkPEP programs, Mike will assist processors in increasing sales by using MilkPEP's materials in all business channels – including grocery, convenience and drug stores, foodservice, vending and schools. Mike will gather processor feedback to help the milk team create programs that are more effective and easily integrated into individual companies' marketing plans, which may result in increased milk sales. He'll also coordinate the annual sales meetings. Processors interested in working with Mike to maximize their investment in MilkPEP and increase their sales should contact him at (202) 420-0468 or at [msimmons@idfa.org](mailto:msimmons@idfa.org)

## Class I Definitions - Continued from Pg. 1

Another key proposed change would exempt drinkable yogurts with more than 20% yogurt by weight, as well as kefir. Also, hermetically sealed packaging for infant formulas and dietary supplements would no longer be required for an exemption under the new decision; these products would be exempt with any type of packaging as long as they are sold to the health care industry. Yonkers testified on behalf of the Milk Industry Foundation (MIF) last June, arguing against

**Continued on Page 4, See Class I**

## Industry-Backed 'National Uniformity For Food Act' Gets House OK; State Milk Safety Programs, Could Be At Risk

**Washington**—The US House recently approved a bill that would prohibit states or local governments from establishing or continuing in effect requirements imposed on food that are not identical to federal requirements concerning food adulteration or warning notifications. The “National Uniformity for Food Act of 2005” was approved by a 283-139 vote. It now moves to the US Senate for consideration. The legislation is supported by a number of food and dairy industry organizations and companies, including the International Dairy Foods Association (IDFA), National Milk Producers Federation (NMPF), Dairy Institute of California, Grocery Manufacturers Association (GMA), Food Products Association (FPA), American Frozen Food Institute, Food Marketing Institute, and National Restaurant Association. Opponents of the legislation include the Association of Food and Drug Officials (AFDO), National Association of State Departments of Agriculture (NASDA), National Association of Attorneys General, Center for Science in the Public Interest (CSPI), Consumers Union, and the Consumer Federation of America. The legislation specifically amends the Federal Food, Drug, and Cosmetic Act (FFDCA) to prohibit any state or political subdivision from establishing or continuing in effect for any food in interstate commerce: Any requirement that is not identical to specified FFDCA provisions (that would result in materially different requirements), including those related to adulterated foods, unsafe food additives, and new animal drugs Or, any notification requirement that provides for a warning concerning the food’s safety that is not identical to FFDCA provisions. The legislation allows a state to petition for an exemption or to establish a national standard regarding any requirement under FFDCA or the Fair Packaging and Labeling Act relating to food regulation. It also allows a state to establish a requirement that would otherwise violate FFDCA provisions relating to national uniform nutrition labeling or this legislation if the requirement is needed to address an imminent hazard to health that is likely to result in serious adverse health consequences and if other requirements are met. The bill specifically would exempt the following activities from national uniformity, according to the Congressional Budget Office (CBO): freshness dating, open date labeling, state inspection stamps, unit pricing, religious dietary labeling, organic or natural designation, returnable bottle labeling, statement of geographical origin, and consumer advisories regarding food sanitation for foodservice establishments. The scope of the state and local regulations that would be affected by the legislation “is ambiguous,” the CBO said in a recent analysis of the measure. For example, it is “unclear” whether certain provisions of the legislation would preempt only state and local requirements dealing with food labeling or whether the preemption would apply more broadly to other food safety requirements. Moreover, CBO said, it is unclear whether a state or local requirement would be preempted in the absence of a specific federal requirement.

### Why Proponents Support The Bill

In a recent letter to House members, International Dairy Foods Association and the NMPF explained that they support the National Uniformity for Food Act “because it takes a measured, science based approach, to achieve labeling uniformity.”

The legislation “contains a method for the orderly review and harmonization of existing state food safety adulteration laws and warnings as they relate to Federal law,” the IDFA/NMPF letter continued. “No existing state labeling law would be preempted without this review and state requirements under petition would stay in effect during that review.” IDFA and National Milk Producers Federation also noted that the legislation “recognizes that it makes no sense to have a patchwork quilt’ of different states adopting different regulatory requirements on identical food product labeling.” The dairy industry “believes consumers deserve a single standard when it comes to food safety,” and this bill will allow states and the Food and Drug Administration (FDA) to “work collaboratively in establishing sound food safety labeling policies that benefit, not confuse consumers.” C. Manly Molpus, GMA’s president and CEO, said his organization believes that the legislation “will help consumers in all 50 states make educated decisions for themselves and their families in an ever-changing and currently confusing food labeling environment.”

### Why Opponents Disagree

The AFDO, in a January 16 letter to House members, said the National Uniformity for Food Act had been reviewed by attorneys for 11 state food safety programs and “all of the reviews are unanimous in their conclusion that the bill will preempt states and local food safety and defense programs from performing their functions to protect citizens.” Proponents of the legislation emphasize that it does not impact state sanitation laws and thus won’t impact state programs, but “nothing could be further from the truth,” AFDO stated. States perform sanitation inspections in an effort to assist food businesses in preventing contamination or adulteration of products, but one of the states’ critical complementary functions is to take action when these preventive measures fail. “Whether food becomes contaminated by accident, intent, or act of nature, it is critical that states retain their authorities to contain and remove food from the marketplace,” AFDO noted.

If enacted, the National Uniformity bill “would significantly impede resolution of the unsafe conditions and removal of contaminated foods from the human food supply.” While proponents argue that programs such as the cooperative milk program are not at risk, AFDO said its attorney, along with 11 other state attorneys, “read the bill quite differently. These are cooperative programs.” The milk program, based on the Pasteurized Milk Ordinance (PMO), is written under the auspices of the Public Health Services Act. In order to participate in either program, a state must first demonstrate clear authority in adulterated foods—and this authority is lost under the National Uniformity bill, AFDO wrote. Under this legislation, a state cannot have any law, not just a food law, which is not identical to the FFDCA.

According to an analysis prepared by the office of US Rep. Henry Waxman (D-CA), it is possible under the legislation that states may be able to continue their inspections of milk processing facilities. but if these sanitary inspections find evidence of contamination or adulteration of milk, the state officials would be powerless to act. Benjamin Cohen, senior staff attorney for CSPI, said the National Uniformity bill “would nullify more than 200 state laws dealing with shellfish safety, restaurant hygiene, milk pasteurization, and so on.” CSPI and the National Resources Defense Council (NRDC), in a just released report entitled *Shredding the Food Safety Net*, reviewed some 200 state food safety and labeling laws that would be preempted by the National Uniformity bill. Among these: 50 state milk safety laws. According to the CSPI/NRDC review, there are “substantial gaps in the federal food safety net with respect to milk. For example, there is no national law regulating the sale of raw un-pasteurized milk or raw unpasteurized milk products. States have filled this important gap in the federal system by adopting their own milk safety laws, and state officials have vigorously opposed the bill’s preemption of state milk protections.”

If you company would like to weigh in, write or contact your U.S. Senator in Washington.

**Class I, continued from Page 3.**

making any changes to the current fluid milk product definition. In his testimony, Yonkers said proponents of changing the current definition had presented no data showing any market problems caused by the current regulation.

USDA's recommended decision was published May 17 in the *Federal Register*, and public comments are due by July 17. Further discussion of the issues raised in this proposed rule will take place at New York State Dairy Foods, Inc. Board of Director meeting on Tuesday June 13. If you or your company have input, please contact our office and your information will be passed along for consideration.

Comments can be sent to Hearing Clerk, Stop 9200, Room 1031, U.S. Department of Agriculture, 1400 Independence Ave., S.W., Washington, D.C. 20250-9200. Comments may also be submitted at the Federal E-Rulemaking portal at <http://www.regulations.gov> or through e-mail to [amsdairycomments@usda.gov](mailto:amsdairycomments@usda.gov).

## Mark Your Calendars!

**Tuesday June 13, June Dairy Month Celebration, Legislative Office Bldg., Albany NY. 11am-1pm**

**Tuesday, June 13, 1:30pm, NYS Dairy Foods, Inc. Board of Director Meeting, Crowne Plaza Hotel, Albany**

**Tuesday, June 20, Keystone Ice Cream Assoc Golf Outing, Heidelberg CC, Bernville, PA. Contact Lolly Leshner, 610-488-9160**

**Tues. July 11, 1:30-4pm, Northeast Dairy Assoc. Board of Directors Meeting, Wyndham Hotel, East Syracuse, NY**

**Wed. July 12, Clambake Golf Outing, Open to all Members. 7:30am start at the Links at Erie Village, E. Syr. NY.**

**Wednesday July 12, Northeast Dairy Assoc. Clambake, Hinerwadel's Grove, Taft Rd., N. Syr., 1-7pm**

**Sept. 17-20, Northeast Dairy Convention, Willow Valley Resort, Lancaster PA, Open to all Members**

For more information regarding any of these events, please contact our office at 315-452-6455.

## In Fond Memory

**William L. Barton** SARATOGA SPRINGS -- William L. Barton, 84, of Loughberry Road, died Wednesday, May 24, 2006, at his home following a long illness. Born Sept. 30, 1921, in Port Jervis, he was the son of the late Arthur and Evelene (Lemon) Barton. Mr. Barton graduated from Gilbo-Conesville Central School. He then graduated from Cobleskill Agriculture and Technology College with a degree in dairy plant management.

He was first employed at the Sundale Dairy in Saratoga Springs for a few years and then worked for Brookside Dairy in Greenfield Center for a few years. Mr. Barton was then employed as an instructor in dairy plant practice at Cobleskill Agriculture and Technology College for five years. Lastly, he worked for Saratoga Dairy for 36 years, eventually becoming plant manager and the company vice president, working until his retirement in 1986.

Mr. Barton married Marjorie (Pattist) Jones on July 15, 1961, in Corinth. The couple resided in Saratoga Springs for more than 40 years. He was active in several organizations, such as the Cornell Cooperative Extension, served as president of Saratoga County Milk Dealers, was president of the Cobleskill Agriculture and Technology College Alumni Association and served on the Dairy Advisory Council for the college. Mr. Barton also served as chairman of the Milk Dealers Advisory Council to the commissioner of the New York State Department of Agriculture for a number of years and served on the advisory council to the Department of Dairy and Food Science at Cornell University representing New York State Dairy Foods, of which he served as Pres. from 1974-76.

He had a hobby of collecting milk bottles, and when he retired, he wrote a book on the dairy industry in Saratoga Springs from the mid-1800s through 1988. He also enjoyed woodworking and traveling with his family.

Besides his parents, one brother, Alfred C. Barton, and one stepsister, Irene Soklay, died before him.

Survivors besides his wife of 45 years include three sons, Scott Jones-Barton of Dublin, Pa., Aaron Barton of Saratoga Springs and Patrick Barton and his wife, Cynthia, of Saratoga Springs; one daughter, Shawn (Jones-Barton) Davis and her husband, Robert, of Telford, Pa.; one brother, John Barton of Monticello; one grandson; two granddaughters; and several nieces, nephews and cousins.

A memorial service was conducted at 11 a.m. Saturday, May 27, 2006, at the Densmore Funeral Home Inc., 7 Sherman Ave., Corinth, with the Rev. Robert Jewell officiating. Burial will be at Maplewood Cemetery, South Corinth.

The family suggests donations be made to the William L. Barton Scholarship Fund at SUNY Cobleskill, c/o Alumni Association, Cobleskill, NY 12043.

**Katherine C. "Kate" Towle**, Albany, NY 83, died Friday, February 10, 2006 at Community Hospice at St. Peter's Hospice. Born in Albany, she was the daughter of the late John and Elizabeth Walsh Crummey.

Before she retired, Kate had been a secretary for New York State Dairy Foods, Inc. She was the beloved wife of Edmund J. Towle; dear mother of Ed Towle III (Joan) of Santa Monica, Calif., Bob Towle (Ellen) of New City, N.Y., Jerry Towle (Colleen) of Albany, Kathy Oliver (the late Kevin) of Altamont and Mike Towle (Elizabeth) of Westminster, Md.; dear grandmother of Allison, Daryn, Mia, Kim, Jessie, Bradley (Lisa), Justin, Meghan, Leana, Chris and Patrick; great-grandmother of Seth and Chloe; sister of the late Jack, Betty and Ed Crummey; sister-in-law of Mary King of Albany; several nieces and nephews also survive.

Interment was at St. Agnes Cemetery, Menands. Those wishing to remember Kate and her family in a special way may send a contribution to the American Cancer Society, 260 Osborne Road, Loudonville, NY 12211.

## Who's Going to LEAD Your Organization in the Future? By Larry Van De Valk, Director, LEAD New York Program



Have you ever noticed how many "leadership" books are available today? LOTS! Every author seems to have their own recipe for success, and many of them even offer a cookbook approach to becoming a better leader, from "The Seven Habits of Highly Effective People" (Covey), to "The 108 Skills of Natural Born Leaders" (Blank). I won't attempt to cover them all here, but would rather focus on one skill that many authors agree is common among many of today's best leaders: **developing their successors.**

Perhaps one of the better known examples of this is Jack Welch at General Electric. It was widely known that he had hand picked and groomed his successor, Jeffrey Immelt, to lead the company after his departure. I'm not suggesting your successors need to be clones of current leaders (Immelt was no clone of Welch), but they do need to be prepared for the challenges that leadership responsibility presents. And the importance of developing your successors doesn't just apply to large companies like GE.

Whether we're talking about an organization's board of directors, an elected body like a local planning board, or the management team in your own company, take a look around the room at your next meeting – are there many new faces in the crowd? Do you have younger leaders taking the place of retiring directors or managers? If not, what are you doing to develop the new leaders for your organization; the ones that will build upon all of the hard work that you have put into making it a strong organization in the first place?

This is where LEAD New York can help. **Our mission is to inspire and develop leaders for the food and agricultural industry.** We do this through an intensive leadership development program for adult professionals, who work in a variety of related companies, government agencies, and not-for-profit organizations. During the past 20 years, our graduates have provided effective leadership to milk cooperatives and other food processors, dairy supply and related companies, educational institutions, government agencies, and some of the most progressive dairy operations in the north-east. Many of our alumni are pretty humble about the great leadership they provide to the dairy industry (another common leadership behavior), but rest assured that LEAD New York graduates are probably leading the organizations that you belong to!

We will be recruiting Class 12 of the program in the coming months. Please think about whether you or someone else in your organization would benefit from participation in this outstanding program. If you'd like to know more, please visit our website at [www.leadny.org](http://www.leadny.org) or contact our office at 607-255-7907 for more information.

**WEBFUN:** Try this site out: [www.komando.com](http://www.komando.com)  
Sign up for the newsletter, tips and cool site of the day, it's a great site and tool for the internet and computer mgmt.

## School Wellness Policies, What You Need to Know

**By: Florence Selin, DTR, SFNS American Dairy Association and Dairy Council, Inc., Syracuse, NY**

The government recognizes that schools can impact children's health. Childhood obesity rates continue to rise at an alarming rate. Sixteen percent of children and adolescents ages 6 to 19 are now estimated to be overweight (CDC, National Center for Health Statistics, 2004). While many of today's children are overweight, it is important to remember that many may also be undernourished. This condition of overweight and undernourished contributes to a host of medical complications that places many children in a high-risk category. By law, the Child Nutrition and WIC Reauthorization Act of 2004 requires every school district participating in the federal school meals program to enact a wellness policy by the first day of the 2006-07 school year. These wellness policies are works in progress that will continue to be developed and evaluated during the next couple of years. School Wellness Policies should be seen as an opportunity to educate children and their families about the importance of making healthy food choices, which include dairy products.

The American Dairy Association and Dairy Council, Inc. and New York State Action for Healthy Kids have provided each School Food Service Director in New York State with a toolkit to help design a sound wellness policy based on scientific research. American Dairy Association and Dairy Council, Inc. also offers vending grants available to schools to purchase a milk or 3-a-day vending machine to improve the selection of snacks available.

As Schools develop their wellness policy, schools have been encouraged to consider the following *guiding principles*, to help reduce the risk of childhood obesity while ensuring that children obtain optimal nutrition and opportunities for physical activity in school:

- ◆ Provide comprehensive, preferably daily, physical education for children in grades kindergarten through 12;
- ◆ Implement physical education, nutrition, and health education curricula that emphasize enjoyable participation in physical activity, healthy eating habits and food choices, and that help students to develop the knowledge, attitudes, motor skills, behavioral skills, and confidence needed to adopt and maintain healthy lifestyles;
- ◆ Physical activity instruction and programs that meet the needs and interests of all students, including those with illness, injury, and developmental disability, as well as those with obesity, sedentary lifestyles, or a disinterest in traditional team or competitive sports;
- ◆ Offer a variety of healthy foods that appeal to children; low and non-fat white and flavored milk in preference over foods and drinks of minimal nutritional value in school vending machines;
- ◆ Evaluate foods based on the overall nutritional quality using parameters that are of importance to children's growth and development;
- ◆ Encourage adequate nutritional intakes and consumption of nutrient-dense foods, especially those nutrients in which children's intakes are often low (calcium, folate, iron, potassium, fiber, magnesium and vitamins A and E); and
- ◆ Ensure that children learn practical, life-long lessons about the balance of good nutrition and physical Activity

For more information contact the American Dairy Association and Dairy Council, Inc., Syracuse, NY (315) 472-9143.

## MilkSplash — May 2006 US Milk Sales Update

USDA reports that total milk sales for the first two months of 2006 were up 0.7% when compared to sales for January and February 2005. The increase was driven by higher sales of reduced-fat milk (3.0%), lowfat (1.9%) and fat-free milk (2.5%). However, whole milk had a significant decline in sales (2.1%) for January and February when compared to the same time period in 2005. Sales are relatively even for the year because whole milk sales by volume account for about 25% of all milk sales.

PRODUCT	FEB 06 vs. FEB 05 (millions of lbs.)	FEB 06 vs. FEB 05 (percent ages)	YEAR-TO-DATE (millions of lbs.)	YEAR-TO-DATE (percent ages)
Whole Milk	1307	-1.8	2759	-2.1
2% Reduced-Fat Milk	1409	3.8	2966	3.0
1% Lowfat Milk	515	3.8	1076	1.9
Fat-Free Milk	645	3.6	1346	2.5
Flavored Whole Milk	55	-5.7	118	-2.5
Flavored Fat-Reduced Milk*	334	-1.2	692	1.1
Buttermilk	42	3.5	85	1.3
Total Fluid Milk** Products	4325	1.2	9127	0.7

\* includes 2%, 1% and fat-free flavored milk

\*\* Adjusted for calendar composition

REGION	FEB 06 vs. FEB 05 (millions of lbs.)	FEB 06 vs. FEB 05 (percent ages)	YEAR-TO-DATE (millions of lbs.)	YEAR-TO-DATE (percentages)
Northeast	741	-0.9	1548	-0.9
Appala-	284	6.6	593	4.4
Southeast	393	3.2	833	3.7
Florida	237	-1.4	496	-1.6
Mideast	496	0.3	1038	0.2
Upper Midwest	350	2.0	730	0.4
Central	371	3.9	780	2.0
Southwest	338	2.7	715	2.7
Arizona-Las Vegas	104	4.8	216	3.7
Pacific Northwest	167	4.5	354	1.8
California	498	-0.1	1046	0.0

Common sense and a sense of humor are the same thing, moving at different speeds. A sense of humor is just common sense, dancing."

--[William James](#), philosopher, psychologist

## National April Milk Production Up 3.7 Percent

Milk production in the 23 major States during April totaled 14.2 billion pounds, up 3.7 percent from April 2005. March revised production, at 14.6 billion pounds, was up 5.6 percent from March 2005. The March revision represented an increase of 25 million pounds or 0.2 percent from last month's preliminary production estimate.

Production per cow in the 23 major States averaged 1,727 pounds for April, 37 pounds above April 2005.

The number of milk cows on farms in the 23 major States was 8.24 million head, 124,000 head more than April 2005, and 13,000 head more than March 2006.

## New York State April Milk Production Up 2%

New York dairy herds produced 1.03 billion pounds of milk during April according to Stephen Ropel, Director of USDA's National Agricultural Statistics Service, New York Field Office. A 2 percent increase in milk production per cow resulted in the increased total milk production compared to last year. The number of milk cows averaged 649,000 head, up 3,000 head from April of the previous year. Milk per cow averaged 1,590 pounds, up 25 pounds from the April 2005 rate.

Dairy farmers in the Empire State received an average of \$12.50 per hundredweight of milk sold during April, down 90 cents from March and down \$3.00 from April a year ago. Milk production in the 23 major States during April totaled 14.2 billion pounds, up 3.7 percent from April 2005. March revised production, at 14.6 billion pounds, was up 5.6 percent from March 2005. The March revision represented an increase of 25 million pounds or 0.2 percent from last month's preliminary production estimate.

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