



DAIRY UPDATE

A news report to Wisconsin Dairy Producers from the Wisconsin Milk Marketing Board

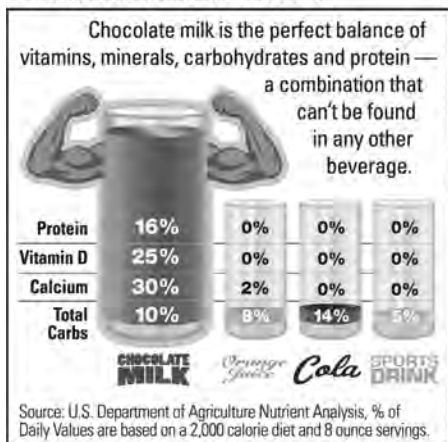
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Back-to-School Edition

Facts About Flavored Milk in School

GOAL: Promote the nutritional benefits of milk and dairy products for active, growing kids.

Chocolate Milk Has Muscle



The health benefits of serving flavored milk with school meals have been under debate, both nationally and locally. With the start of the new school year, Wisconsin Dairy Council (WDC) staff members are stepping up educational activities to inform school foodservice personnel, teachers, coaches and parents about the nutritional benefits of drinking milk for active, growing youngsters.

One question raised about chocolate milk and the value it brings to children's diets is: "Does flavored milk increase obesity in children?" Here are two key points to keep in mind if this topic comes up in your area schools.

- Research shows that eliminating flavored milk from elementary schools resulted in a dramatic drop in milk consumption (35 percent). That means students miss out on essential nutrients they need to think, learn and grow.
- Studies also show that children who drink flavored milk actually drink more milk overall, have better-quality diets, do not have higher intakes of added sugar or total fat, and are just as likely to be at a healthy weight compared with kids who do not consume flavored milk.

For more facts on how chocolate milk stacks up against other beverages, including a downloadable brochure to share with parents, visit www.chocolatemilkhasmuscle.com.

Green Bay Packer Jordy Nelson Joins Fuel Up to Play 60 Team

GOAL: Provide in-school tools to help students eat healthy and exercise.

The Wisconsin Dairy Council, National Dairy Council and the National Football League (NFL) have again teamed up to remind students to exercise every day and eat a healthy variety of low-fat dairy products, fruits, vegetables and whole grains. More than 2,000 schools throughout Wisconsin are receiving Fuel Up to Play 60 information kits designed to empower kids to get 60 minutes of physical activity each day and "fuel up" with healthy foods.

Jordy Nelson, #87 wide receiver for the World Champion Green Bay Packers, is Wisconsin's spokesperson for the next two seasons. He will be featured in all school materials and will be making a school appearance at the end of the football season. Jordy has strong ties to the agriculture industry as his family owns and operates a beef farm in Kansas.

The Fuel Up to Play 60 program, now in its third year, provides kids with tools and resources to take active roles in improving their personal health and school environment and to help students develop a lifetime of healthy eating and exercise habits.

Find out more about Wisconsin's Fuel Up to Play 60 school activities online at www.wisconsin dairycouncil.com.

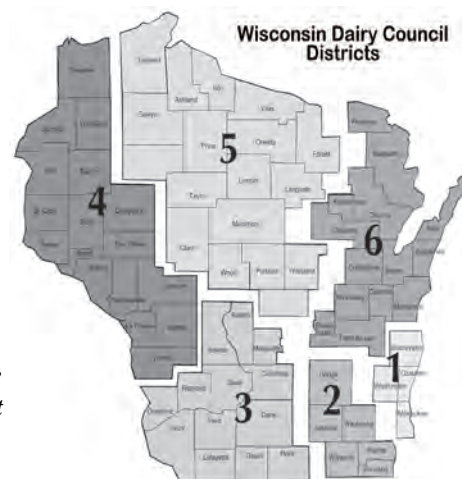


Wisconsin Dairy Council Welcomes New Regional Program Manager

Elizabeth (Beth) Porior has joined the Wisconsin Dairy Council as Regional Program Manager (RPM) for the north central Wisconsin area, District 5. Beth brings a background as an Ag Instructor and FFA Advisor at Merrill High School and Oconto Falls High School and is active with the Farm Bureau and FFA Alumni in her region.

She joins five other RPMs around the state who conduct educational programming with an emphasis on promoting the benefits of milk to elementary and middle school students.

To learn more about how this nutrition education arm of WMMB works to educate Wisconsin students about the role of dairy products in a healthy diet, visit the WDC website, www.wisconsin dairycouncil.com.



Tour of America's Dairyland Cycling Series Highlights Dairy

GOAL: Showcase Wisconsin's dairy industry and promote the nutritional benefits of milk and dairy products.

During the last two weeks in June, cyclists, cycling enthusiasts, their families and friends came out in force to take part in the third annual Tour of America's Dairyland race. This 11-day competition, sanctioned by USA Cycling and sponsored by Wisconsin's dairy farm families, took place in 11 Wisconsin communities and ended June 26 in Madison with all-day races around the Capitol Square.



RESULTS: Competitors came from across the U.S. and from seven foreign countries. Estimated spectator attendance at the 11 venues was 124,000 people and media coverage was extensive.

Wisconsin Dairy Teams Up With Packer Head Coach

GOAL: Promote Wisconsin dairy products and the dairy industry through a popular sports marketing venue.

WMMB has renewed its sponsorship of the Mike McCarthy television show for the coming season. Featuring Green Packer Coach Mike McCarthy, this weekly show originates from WFRV-TV in Green Bay and is seen throughout the state on the Packer Network in the Milwaukee, Green Bay, Appleton, Madison, La Crosse, Eau Claire, Wausau, Rhinelander and Marquette, Michigan television markets.

RESULTS: Ads highlighting Wisconsin dairy products and the impact that dairy has on our state will reach an estimated 2.2 million households during the fall and winter months.

WMMB Board Elects 2012 Leadership

WMMB's new Executive Committee team elected at the July board meeting includes: (front row) Lanette Harsdorf, Beldenville, Communications Committee Chair; Kay Zwald, Hammond, Policy/Bylaw Committee Chair; Stacy Eberle, Monroe, Treasurer; (back row), Ken Heiman, Marshfield, Channel Management Committee Chair; Jay Stauffacher, Darlington, Board Chair; Connie Seefeldt, Coleman, Vice-Chair; and Ed Jasurda, Phillips, Secretary.



Ag Educators Prepare the Next Generation

We all know that agriculture has had a tremendous impact on this state. Today, thanks in large part to the role of education and training, agriculture still is one of our state's largest economic engines, pumping nearly \$60 billion into our economy, providing jobs and employment in more than 300 different careers and professions. The contribution that Wisconsin ag teachers make in providing the knowledge and skills needed to bring the next generation into our industry oftentimes goes unrecognized and under-appreciated.

At the 2011 Statewide Wisconsin Association of Ag Educators (WAAE) Development Conference in June, Wisconsin's dairy farm families helped recognize the outstanding work being done by our ag teachers and ag education programs in high schools and post-secondary schools around the state. Recognition awards sponsored by WMMB at this year's meeting in Green Bay included:

- Outstanding Ag Educator - Roger King, Holmen
- Outstanding Young Educator - Gwen Boettcher, DeForest
- Ideas Unlimited recipient - Brenda Scheil, New Auburn
- Outstanding Post-Secondary/Adult Education Program - Chippewa Valley Technical College, Eau Claire

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