



Free chocolate milk makes a refreshing treat.

Milk doesn't magically appear in grocery store refrigerators and cheese doesn't start out in a plastic wrapper. Kids of all ages got the chance to learn that first-hand during the seventh annual "Great Dairy Adventure" on July 19 at Michigan State University. The annual event is held in conjunction with the weeklong Michigan Dairy Expo in the Pavilion at MSU.

"The event was a huge success," says Great Dairy Adventure coordinator Shari Blonde. "Nearly 2,000 people, including families and daycare providers with their students got to take home free dairy treats, nutritional information and gained a better understanding of how milk gets from the farm to their table."

While at GDA, youngsters had ample opportunities to make the connection between cows and dairy products such as flavored milk, ice cream and cheese. They were encouraged to pet several breeds of dairy calves, had the opportunity to hand-milk a dairy cow and peek at a scale model of a dairy farm – all fun ways to learn more about where milk comes from.

Other areas were geared toward teaching children and adults the many health benefits of consuming dairy products. Attendees were able to play games, create a "bug" from string cheese and pretzels, and could have a milk mustache photo taken with MSU athletes.

Daycare providers, teachers and parents were given dairy nutrition education materials with simple and tasty ideas for encouraging kids to consume dairy products containing bone-building calcium and other essential nutrients their growing bodies need.

The Great Dairy Adventure

Dairy promoters from all facets of the Michigan dairy industry worked to make the day a great success. If you would like to assist with next year's fun-filled dairy promotion event, contact Karla Macelli or Mindy Pratt at (248) 474-6672 in the Novi office.



Mr. Cheese is the most popular "person" with kids visiting GDA, sometimes even more popular than MSU athletes.



Youngsters were fascinated by the intricate Miracle of Milk display, a model miniature dairy farm.



In MMPA's craft room, visitors got cows to lace up and color, as well as fuzzy cow stickers for their passports.



Cartoon characters and MSU athletes posed with kids for free souvenir milk mustache photos.



MSU athletes were on hand to sign autographs.



Long lines of young visitors waited in anticipation to hand milk cows with the help of MSU Dairy Club members.