



## *The Great Dairy Adventure*

Children who may have thought that milk, cheese and yogurt magically appear in the grocery store cooler learned to make the connection between cows and dairy products with hands-on activities and samples of healthy, refreshing treats during the 2007 ninth annual Great Dairy Adventure at the Michigan State University (MSU) Pavilion for Agriculture and Livestock Education.

“The Great Dairy Adventure is a fun and educational event that shows people how milk gets from the farm to their table and teaches them the importance of consuming at least three servings of dairy a day,” says Shari Blonde, Great Dairy Adventure chair.

Over 2,000 kids of all ages attended the event where they were able to pick up a “passport” they used to collect stickers at each activity. They took turns milking a cow, petting calves, making “bugs” from cheese and pretzels, making craft projects, playing games, having milk mustache photos taken and getting autographs from MSU athletes during the event.

“This event is a stellar example of a check-off driven promotion that showing consumers, how Michigan’s dairy producers work hard every day

to provide safe, wholesome and nutritious foods,” says Mitch Smith Manager of Marketing Resources at the United Dairy Industry of Michigan. “This educational event helps maintain and build consumer confidence in dairy producers and the dairy industry.”

Parents, daycare providers and others who work with children were given nutritional education materials that have simple, tasty ideas to try at home.

The Great Dairy Adventure is part of the weeklong Michigan Dairy Expo, the largest dairy event in the state. Dairy producers and youth interested in dairying come from across the state to gather at the annual expo to face off against one another in breed shows and showmanship contests; vie for awards in judging competitions, quiz bowls and skillathons; sell or purchase dairy animals; network with friends and industry colleagues; and celebrate the dairy industry.

Dairy promoters from all facets of Michigan’s dairy industry worked to make the day a success. If you wish to assist in next year’s event, contact Karla Macelli or Mindy Pratt at (248) 474-6672 in the MMPA Novi office.



MSU athletes were on hand to sign autographs and chat with visitors during the Great Dairy Adventure.



MMPA’s Director of Milk Sales Carl Rasch volunteered in the calf petting area, giving the visitors the chance to pet and interact with a young calf first hand. For many of the visitors, this was their first exposure to dairy cows.



Visitors to the MMPA sponsored craft room got to color and lace up cows to take home.



Everyone got the chance to have photos taken while wearing milk mustaches.