



AMERICAN DAIRY ASSOCIATION®  
NATIONAL DAIRY COUNCIL®  
U.S. DAIRY EXPORT COUNCIL®

**NEWS  
FOR RELEASE  
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## February 2010 DAIRY CHECKOFF UPDATE

*A periodic report for dairy media demonstrating how Dairy Management Inc.™ (DMI) and affiliated state and regional promotion organizations work to increase demand for and sales of U.S.-produced dairy products and ingredients through the programs of the American Dairy Association®, National Dairy Council® and U.S. Dairy Export Council®. For more information about these and other dairy checkoff programs, please contact Jennifer Wing at (847) 627-3225 or [jennifer.wing@rosedmi.com](mailto:jennifer.wing@rosedmi.com).*

### **Dairy Producers Help Provide Pizza, Milk and Footballs to U.S. Troops**

Through their dairy checkoff investment, America's dairy producers are helping to provide special care packages, with pizza from Gino's East of Chicago and Edwardo's Natural Pizza, high-protein Athletes Honey Milk and footballs, to our nation's military for this Sunday's big game. Dairy producers are partnering with DHL, Good Cow and the non-profit organization Pizzas 4 Patriots to honor the troops. This effort provides an important sampling opportunity because high-protein Athletes Honey Milk is a high-calcium, low-fat, shelf-stable milk product that meets the specific nutritional needs of our troops, creating a potential new opportunity for increased consumption. In addition, dairy producers donated 500 footballs to equip the troops for impromptu games on the bases. The care packages are being delivered to 30,000 military personnel at Camps Liberty and Victory in Baghdad. For more information about the Pizzas 4 Patriots organization, visit [www.pizzas4patriots.org](http://www.pizzas4patriots.org).

**Editor's note:** Attached are two photos and potential captions for possible use in your publication.

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