



FOR IMMEDIATE RELEASE
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Local farm celebrates World School Milk Day with students

On September 30, 2009 New Generation Dairy farm in Owensville, Ind. will celebrate the ninth annual World School Milk Day (WSMD) with local second graders from South Gibson School Corporation schools.

WSMD, celebrated worldwide by more than 40 countries, provides schools with an opportunity to recognize local dairy farmers while educating children about dairy foods. To increase involvement in this global celebration, New Generation Dairy has invited students to tour the farm and learn more about where dairy foods come from and the nutritional value they provide.

Brian and Ranell Rexing, owners and managers of New Generation Dairy are excited to host this event.

“Participation in WSMD provides us with a great opportunity to engage children and teach them about the importance of drinking milk for strong bones and teeth,” said Ranell Rexing. “Most children are several generations removed from a farm and we are doing this for them and for the community.”

To show appreciation to Southeast dairy farmers, the Southeast United Dairy Industry Association (SUDIA) is working with the top dairy producing counties in each state throughout the region. This effort will honor local dairy farm families and the nutritious dairy foods they produce.

“We’re excited that farmers like the Rexings are inviting students to their farms,” said Amanda Trice, integrated communications director for SUDIA. “This provides an excellent opportunity for students to learn more about agriculture and dairy foods.”

For more information about this tour or to find out how you can celebrate World School Milk Day, please visit www.southeastdairy.org.

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About the Southeast Dairy Association On behalf of dairy farm families, the non-profit Southeast United Dairy Industry Association, Inc. (SUDIA), works with schools, health professionals, retailers, dairy processors and the public to promote dairy foods. For more information, visit www.southeastdairy.org.

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