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Robert E. Shank Papers

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# FOOD... Your Choice

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A Nutrition  
Learning System

## A Step-by-Step Approach to Nutrition Education

**STEP 1: Assess the audience's knowledge, attitudes, and beliefs.** Before developing any educational materials, it is important to assess the audience's current knowledge, attitudes, and beliefs regarding nutrition. This can be done through a pre-test or a survey.

**STEP 2: Set realistic goals and objectives.** Once the audience's knowledge, attitudes, and beliefs are assessed, it is important to set realistic goals and objectives for the education program. These should be specific, measurable, achievable, relevant, and time-bound (SMART).

**STEP 3: Develop educational materials.** Once goals and objectives are set, it is time to develop educational materials. These can include brochures, handouts, videos, and interactive activities. The materials should be tailored to the audience's needs and interests.

**STEP 4: Implement the education program.** Once the educational materials are developed, it is time to implement the education program. This can be done through a variety of methods, including group discussions, role-playing, and demonstrations.

**STEP 5: Evaluate the program's effectiveness.** After the education program is implemented, it is important to evaluate its effectiveness. This can be done through a post-test or a survey to assess the audience's knowledge, attitudes, and beliefs after the program.

**STEP 6: Monitor and evaluate the program's impact.** It is important to monitor and evaluate the program's impact on the audience's knowledge, attitudes, and beliefs. This can be done through a variety of methods, including focus groups, interviews, and surveys.

**STEP 7: Disseminate the program's findings.** Once the program's findings are evaluated, it is important to disseminate the findings to the audience and other stakeholders. This can be done through a variety of methods, including reports, presentations, and press releases.

**STEP 8: Develop a plan for future education programs.** Based on the findings of the current program, it is important to develop a plan for future education programs. This should take into account the audience's needs and interests, as well as the program's strengths and weaknesses.

**STEP 9: Implement the plan for future education programs.** Once the plan for future education programs is developed, it is time to implement the plan. This can be done through a variety of methods, including group discussions, role-playing, and demonstrations.

**STEP 10: Evaluate the program's effectiveness.** After the education program is implemented, it is important to evaluate its effectiveness. This can be done through a post-test or a survey to assess the audience's knowledge, attitudes, and beliefs after the program.

**STEP 11: Monitor and evaluate the program's impact.** It is important to monitor and evaluate the program's impact on the audience's knowledge, attitudes, and beliefs. This can be done through a variety of methods, including focus groups, interviews, and surveys.

**STEP 12: Disseminate the program's findings.** Once the program's findings are evaluated, it is important to disseminate the findings to the audience and other stakeholders. This can be done through a variety of methods, including reports, presentations, and press releases.

**STEP 13: Develop a plan for future education programs.** Based on the findings of the current program, it is important to develop a plan for future education programs. This should take into account the audience's needs and interests, as well as the program's strengths and weaknesses.

**STEP 14: Implement the plan for future education programs.** Once the plan for future education programs is developed, it is time to implement the plan. This can be done through a variety of methods, including group discussions, role-playing, and demonstrations.

**STEP 15: Evaluate the program's effectiveness.** After the education program is implemented, it is important to evaluate its effectiveness. This can be done through a post-test or a survey to assess the audience's knowledge, attitudes, and beliefs after the program.



# Make FOOD Your Choice Your Choice



The Letter of Intent is available in  
English, Spanish, and Chinese.  
Learning Styles: 11/00/01

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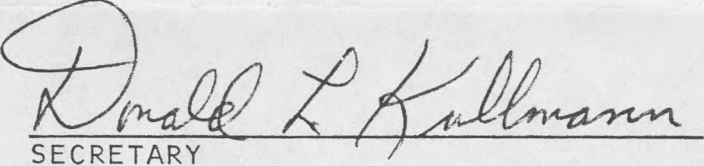
Additional information and updates  
provided by the National  
Center for Homeless Children

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NOTICE OF ANNUAL MEETING

YOU ARE HEREBY NOTIFIED THAT THE ANNUAL MEETING OF THE ST. LOUIS DISTRICT DAIRY COUNCIL, A MISSOURI EDUCATIONAL CORPORATION, WILL BE HELD WEDNESDAY, APRIL 18, 1979, 10:00 A.M., AT THE HOLIDAY INN OF CLAYTON PLAZA, 7730 BONHOMME, CLAYTON, MISSOURI.

THE PURPOSE OF THE MEETING IS TO ELECT MEMBERS AND DIRECTORS TO SERVE DURING THE ENSUING YEAR AND FOR THE TRANSACTION OF SUCH OTHER BUSINESS WHICH MAY PROPERLY COME BEFORE THE MEETING.

  
SECRETARY

PROXY

ST. LOUIS DISTRICT DAIRY COUNCIL

I, THE UNDERSIGNED MEMBER, OF THE ST. LOUIS DISTRICT  
DAIRY COUNCIL, A MISSOURI EDUCATIONAL CORPORATION,  
HEREBY MAKE, CONSTITUTE AND APPOINT

WITH FULL POWER OF SUBSTITUTION FOR ME AS A MEMBER  
OF SAID CORPORATION AT THE ANNUAL MEETING ANNOUNCED  
FOR APRIL 18, 1979, AT THE HOLIDAY INN OF CLAYTON  
PLAZA, 7730 BONHOMME AVENUE, CLAYTON, MISSOURI, OR  
AT ANY ADJOURNMENT THEREOF, FOR THE ELECTION OF MEMBERS  
AND DIRECTORS AND FOR THE TRANSACTION OF SUCH BUSINESS  
AS MAY PROPERLY COME BEFORE SAID MEETING.

WITNESS MY HAND THIS \_\_\_\_\_ DAY OF \_\_\_\_\_

\_\_\_\_\_



Telephone — 647-5690

DAIRY COUNCIL—*St. Louis District*  
2710 HAMPTON AVENUE • ST. LOUIS, MISSOURI 63139

EXECUTIVE DIRECTOR  
Frances G. Young

March 7, 1979

Dr. Robert E. Shank  
Washington University  
Dept. of Preventive Medicine  
4566 Scott Ave.  
St. Louis MO 63110

Dear Dr. Shank:

The Annual Meeting of the St. Louis District Dairy Council will be Wednesday, April 18, 1979, at the Clayton Plaza Holiday Inn, 7730 Bonhomme Avenue, Clayton, Missouri.

The Board Meeting will begin promptly at 10:00 a.m. with the election of members and officers.

This year you will have an opportunity to see each Dairy Council staff member in action as she reports on projects/activities of the past year.

Our luncheon speaker will be Robert E. Olson, M.D., Ph.D., Alice A. Doisy Professor of Biochemistry and Professor of Medicine at St. Louis University School of Medicine.

If you would like us to invite dietitians, health professionals, or educators from your area please send us their names and addresses as soon as possible.

Milk and coffee will be served in the meeting room prior to the 10:00 a.m. meeting. Come and visit with us.

Sincerely,

ST. LOUIS DISTRICT DAIRY COUNCIL

*Frances G. Young*

Frances G. Young  
Executive Director

FGY/mp  
Enclosures  
Proxy  
Notice of Annual Meeting



Telephone — 647 - 5690

DAIRY COUNCIL—*St. Louis District*  
2710 HAMPTON AVENUE • ST. LOUIS, MISSOURI 63139

EXECUTIVE DIRECTOR  
Frances G. Young

March 3, 1978

Dr. Robert E. Shank  
Washington University  
Dept. of Preventive Medicine  
660 S. Euclid Ave.  
St. Louis, Mo. 63110

Dear Dr. Shank:

The St. Louis District Dairy Council Annual Meeting will be Wednesday, April 12 at the Colony Motor Hotel, 7730 Bonhomme Avenue, Clayton, Missouri.

The board meeting will begin promptly at 10:00 a.m. with adjournment at 2:30 p.m.

Dairy Council staff will report on activities of the year and introduce innovative programs being conducted in the schools at this time.

Our guest speaker will be Dr. Mary Hughes, director of the K-12 Curriculum Project, a comprehensive nutrition education program for students and teachers developed by National Dairy Council.

If there are educators, curriculum specialists, principals or teachers in your area you would like us to invite, send me their names this week.

I look forward to seeing you at our annual meeting.

Sincerely,

ST. LOUIS DISTRICT DAIRY COUNCIL

*Frances G. Young*

Frances G. Young  
Executive Director

FGY/kg  
Enclosures  
Proxy  
Notice of Annual Meeting  
FOOD...Your Choice Brochure



WORLD BOND  
ST. LOUIS

NOTICE OF ANNUAL MEETING

YOU ARE HEREBY NOTIFIED THAT THE ANNUAL MEETING OF THE ST. LOUIS DISTRICT DAIRY COUNCIL, A MISSOURI EDUCATIONAL CORPORATION, WILL BE HELD WEDNESDAY, APRIL 12, 1978, 10:00 A.M., AT THE COLONY MOTOR HOTEL, 7730 BONHOMME, CLAYTON, MISSOURI.

THE PURPOSE OF THE MEETING IS TO ELECT MEMBERS AND DIRECTORS TO SERVE DURING THE ENSUING YEAR AND FOR THE TRANSACTION OF SUCH OTHER BUSINESS WHICH MAY PROPERLY COME BEFORE THE MEETING.

*Donald L. Kullmann*

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SECRETARY

WORLD BOND  
ST. LOUIS

PROXY

ST. LOUIS DISTRICT DAIRY COUNCIL

I, THE UNDERSIGNED MEMBER, OF THE ST. LOUIS DISTRICT  
DAIRY COUNCIL, A MISSOURI EDUCATIONAL CORPORATION,  
HEREBY MAKE, CONSTITUTE AND APPOINT

WITH FULL POWER OF SUBSTITUTION FOR ME AS A MEMBER  
OF SAID CORPORATION AT THE ANNUAL MEETING ANNOUNCED  
FOR APRIL 12, 1978, AT THE COLONY MOTOR HOTEL,  
7730 BONHOMME AVENUE, CLAYTON, MISSOURI, OR AT ANY  
ADJOURNMENT THEREOF, FOR THE ELECTION OF MEMBERS  
AND DIRECTORS AND FOR THE TRANSACTION OF SUCH BUSINESS  
AS MAY PROPERLY COME BEFORE SAID MEETING.

WITNESS MY HAND THIS \_\_\_\_\_ DAY OF \_\_\_\_\_

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Telephone — 647 - 5690

DAIRY COUNCIL — *St. Louis District*  
2710 HAMPTON AVENUE • ST. LOUIS, MISSOURI 63139

Office of the President  
DAVID R. PAGE

May 11, 1977

Dr. Robert E. Shank  
Washington University  
Dept. of Preventive Medicine  
660 South Euclid Ave.  
St. Louis, MO 63110

Dear Dr. Shank:

Thank you very much for following through in connection with the testimonial letter on the activities of Mrs. Frances Young.

Your letter, along with many others was forwarded to the Alumni office of Georgia College. However, we were advised that a decision was made on this year's recipient prior to the time that our material arrived. The college further indicated that the material would be held for next year and would be used in making the decision on the person to be selected in 1978.

We thank you for your cooperation and Mrs. Young would want me to express her appreciation as well.

Sincerely,

David R. Page  
President

DRP/slm

MINUTES  
ST. LOUIS DISTRICT DAIRY COUNCIL  
BOARD OF DIRECTORS MEETING  
COLONY MOTOR HOTEL  
APRIL 19, 1977

The meeting of the St. Louis Dairy Council Board of Directors was called to order by President David R. Page. He announced the purpose of the meeting was to elect Officers and an Executive Committee to serve for the coming year, and to report on the past year's activities of the St. Louis District Dairy Council.

President Page called on Mr. Joseph Reitz, Chairman of the Nominating Committee, to present their recommendations. Mr. Reitz presented the following nominations and moved for their election:

PRESIDENT:	MR. DAVID R. PAGE ST. LOUIS BOARD OF EDUCATION
VICE PRESIDENTS:	MR. DALE SCHAUFELBERGER MID-AMERICA DAIRYMEN, INC.  MR. BOB MARTIN KROGER DAIRY COMPANY
SECRETARY:	MR. DONALD L. KULLMANN PRAIRIE FARMS DAIRY, INC.
TREASURER:	MR. JOSEPH F. REITZ MID-AMERICA DAIRYMEN, INC.
EXECUTIVE COMMITTEE Above Officers and:	MR. RICHARD KERCKHOFF PEVELY DAIRY COMPANY  MR. WALTER STEMLER IL. MILK PRODUCER'S ASSN.  MR. JOE BEN WHETSTINE MID-AMERICA DAIRYMEN, INC.

The motion was seconded by Clarence Shaul and upon vote, the motion carried unanimously.

Mrs. Frances Young was called upon by President Page for a report on the Dairy Council activities of the past year. Mrs. Young indicated that Dairy Council continues to try and meet the challenge of providing good nutrition education and attempts to provide materials which will be beneficial to all age groups and all economic levels. In the past year they have looked at new ways and new programs of providing nutrition education. They developed a new program in the past year, and after carefully reviewing it, they feel that it is ready for distribution in the Illinois area.

Mrs. Young asked two of her staff members to present the new program they have developed entitled, "NUTRITION: WHAT'S IN IT FOR YOU?"

Becky Dawson indicated in her presentation that the state of Illinois mandated that nutrition education is to be taught in the school systems at the Junior High level. Dairy Council developed their own program, with everyone on the Dairy Council staff involved in developing, revising, and finally publishing the final program.

Susan Funkhouser explained what went into the printing, and the distribution of the material to the Junior High School Health teachers. With audience participation she also demonstrated some of the activities that are included in this program.

Mrs. Young introduced all of her staff personnel present at the

meeting, and also gave us a brief rundown of statistics for the year.

During 1976, St. Louis District Dairy Council contacted 9,893 key leaders; they provided workshops which were attended by 20,312 people; they had workshops for 812 elementary teachers; they distributed films which were seen by 448,000 people; they distributed over 1,000,000 pieces of material which were requested by 11,488 people; and they did various media presentations on 32 different radio and television stations.

Mrs. Young indicated the past year has been a busy and a productive year, and she is looking forward to the coming year.

Mr. Reitz was called on to make a special report on the planned activities regarding Dairy Night at Busch Stadium on June 11, 1977. Activities include a cow milking contest prior to the baseball game between the St. Louis Cardinals and the Los Angeles Dodgers. The cow milking competition will be between ball players and media personnel.

Mary Kolb, Home Economist and Program Director in the Springfield, Missouri office, was presented with a gift commemorating ten years of service with the St. Louis District Dairy Council.

There being no further business, the meeting was adjourned at 11:30 a.m.

*Donald L. Kullmann*

\_\_\_\_\_  
Donald L. Kullmann, Secretary

MINUTES  
ST. LOUIS DISTRICT DAIRY COUNCIL  
ANNUAL BUSINESS MEETING  
COLONY MOTOR HOTEL  
APRIL 19, 1977

The annual business meeting of the St. Louis District Dairy Council was called to order by President David R. Page at 10:20 a.m.

Donald Kullmann, Secretary, read the official notice of the meeting.

President Page reported a quorum present in person, or by proxy.

Since the minutes of the previous meeting had been sent to each member, it was moved by Herbert Kramer, and seconded by Sr. Mary Carol Anth to dispense with the reading of the minutes. Motion carried.

President Page asked the Treasurer, Joseph F. Reitz, to give the Treasurer's Report.

Mr. Reitz gave his report from the Annual Report as prepared by the auditing firm of Benson, LaMear, Nolte & McCormack, for the year ending October 31, 1976. He reported total assets on that date of \$349,423.00 with current liabilities of \$6,775.00 leaving retained income in the amount of \$342,648.00. Other pertinent items reported by Mr. Reitz were membership income of \$475,250.00 with \$452,509.00 contributed by the dairy producers, and \$22,741.00 contributed by dairy handlers. The excess of income over operating expense for the past year was \$22,347.00 plus interest income of \$9,496.00, with excess of income over expenses totaling \$30,598.00.

CONSUMER MEMBERS  
BOARD OF DIRECTORS

Sister Mary Carol Anth

Mrs. V.C. McCluer

Dr. W.C. Banton, II

Mr. David R. Page

Dr. Helen Bruce

Dr. Robert E. Shank

Mrs. Helen Davies

Mr. Clarence Shaul

Dr. Edward A. Doisy

Mr. Wilbur R.L. Trimpe

PRODUCER MEMBERS  
TO THE BOARD OF DIRECTORS

Mr. Karl B. Althage

Mr. Joseph F. Reitz

Mr. Lawrence Dietz

Mr. Harold Rice

Mr. Don Gandrud

Mr. Denzil L. Roberts

Mr. James Herbert

Mr. Dale Schaufelberger

Mr. Herbert A. Kramer

Mr. Walter Stemler

Mr. Donald L. Kullmann

Mr. Wendell Watts

Mr. Clarence B. Palmer

Mr. Joe Ben Whetstine

HANDLER MEMBERS  
TO THE BOARD OF DIRECTORS

Mr. C.I. Bruns

Mr. Bob Martin

Mr. John Campbell

Mr. Charles Mead

Mr. Kenneth L. Harper

Mr. Armond Naeher

Mr. Richard Kerckhoff



Following a request for any additional nominations from the membership for Consumer Members, and receiving none, it was moved by Fred Schaab and seconded by Herbert Kramer that nominees be elected. Motion carried.

Following a request for any additional nominations from the membership for Consumer Members Board of Directors, and receiving none, it was moved by Wendell Watts and seconded by Joe Ben Whetstine that the nominees be elected. Motion carried.

Following a request for additional nominations from the membership for Producer Members to the Board of Directors, and receiving none, it was moved by Bob Martin and seconded by Fred Schaab that the nominees be elected. Motion carried.

Following a request for any additional nominations from the membership for Handler Members to the Board of Directors, and receiving none, it was moved by Sr. Mary Carol Anth and seconded by Clarence Shaul that the nominees be elected. Motion carried.

There being no further business, the meeting was adjourned.

*Donald L. Kullmann*

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Donald L. Kullmann, Secretary



Telephone — 647 - 5690

DAIRY COUNCIL — *St. Louis District*  
2710 HAMPTON AVENUE • ST. LOUIS, MISSOURI 63139

EXECUTIVE DIRECTOR  
Frances G. Young

March 11, 1977

Dr. Robert E. Shank  
Washington University  
Dept. of Preventive Medicine  
660 South Euclid Avenue  
St. Louis MO 63110

Dear Dr. Shank:

The St. Louis District Dairy Council Annual Meeting will be Tuesday, April 19 at the Colony Motor Hotel, 7730 Bonhomme Avenue, Clayton, Missouri.

The board meeting will begin promptly at 10:00 a.m. with adjournment at 2:30 p.m.

Dairy Council staff will report on activities of the year and introduce a new innovative program being conducted in the Illinois schools.

Our guest speaker for the luncheon will be Dr. K.E. Harshbarger, University of Illinois Dairy Science Department, whose topic will be "MORE FOOD FOR MORE PEOPLE".

If there are educators you would like us to invite from your area, send me their names this week.

I look forward to seeing you at our Annual Meeting.

Sincerely,

ST. LOUIS DISTRICT DAIRY COUNCIL

*Frances G. Young*

Frances G. Young  
Executive Director

FGY/mp  
Enclosures  
Proxy  
Notice of Annual Meeting

PROXY

ST. LOUIS DISTRICT DAIRY COUNCIL

I, THE UNDERSIGNED MEMBER, OF THE ST. LOUIS DISTRICT  
DAIRY COUNCIL, A MISSOURI EDUCATIONAL CORPORATION,  
HEREBY MAKE, CONSTITUTE AND APPOINT

WITH FULL POWER OF SUBSTITUTION FOR ME AS A MEMBER  
OF SAID CORPORATION AT THE ANNUAL MEETING ANNOUNCED  
FOR APRIL 19, 1977, AT THE COLONY MOTOR HOTEL,  
7730 BONHOMME AVENUE, CLAYTON, MISSOURI, OR AT ANY  
ADJOURNMENT THEREOF, FOR THE ELECTION OF MEMBERS  
AND DIRECTORS AND FOR THE TRANSACTION OF SUCH BUSINESS  
AS MAY PROPERLY COME BEFORE SAID MEETING.

WITNESS MY HAND THIS \_\_\_\_\_ DAY OF \_\_\_\_\_

\_\_\_\_\_

NOTICE OF ANNUAL MEETING

YOU ARE HEREBY NOTIFIED THAT THE ANNUAL MEETING OF THE ST. LOUIS DISTRICT DAIRY COUNCIL, A MISSOURI EDUCATIONAL CORPORATION, WILL BE HELD TUESDAY, APRIL 19, 1977, 10:00 A.M., AT THE COLONY MOTOR HOTEL, 7730 BONHOMME, CLAYTON, MISSOURI.

THE PURPOSE OF THE MEETING IS TO ELECT MEMBERS AND DIRECTORS TO SERVE DURING THE ENSUING YEAR AND FOR THE TRANSACTION OF SUCH OTHER BUSINESS WHICH MAY PROPERLY COME BEFORE THE MEETING.

*Donald L. Kellmann*

\_\_\_\_\_  
SECRETARY

February 24, 1977


Mr. David R. Page  
Dairy Council - St. Louis District  
2710 Hampton Avenue  
St. Louis, Missouri 63139

Dear Mr. Page:

Enclosed is a letter which may be forwarded in support of the nomination of Frances Young for the Outstanding Alumnus award of Georgia College.

I am pleased to have this opportunity and regret that I have not been able to respond more promptly.

Very sincerely,



Robert E. Shank, M. D.

RES:dco

Enc

February 24, 1977

Dr. Sara Nelson  
Chairman, Alumni Awards Committee  
Georgia College  
Milledgeville, Georgia

Dear Dr. Nelson:

It is my understanding that Mrs. Frances G. Young, Executive Director of the St. Louis Dairy Council, has been nominated as Outstanding Alumnus of Georgia College for 1977. As a long term associate of Mrs. Young in community programs for nutrition education and as a member of the Board of the Directors of the St. Louis Dairy Council, I would like to record my deep appreciation and admiration for her very effective leadership role in this important health area.

She has been very innovative in her development of programs and materials for nutrition education and in the recruitment of an enthusiastic and competent group of associates. The community she has served so well owes Mrs. Young a deep debt of gratitude. The dairy industry which provides financial support has profited in many ways from her effective representation of the highly important role of dairy products in a healthful diet. Among the many local dairy councils in the United States, the St. Louis Dairy Council has been unique and outstanding in a variety of ways. Mrs. Young is fully deserving of the credits which have come in recent years to this Dairy Council for its position of leadership.

Georgia College should be proud indeed to include Frances Young among its alumni.

I am pleased to record my admiration for her many contributions and to affirm the opinion that she is fully deserving of recognition as Outstanding Alumnus.

Very sincerely yours,

Robert E. Shank, M. D.  
Danforth Professor and  
Head of the Department

Fact Sheet on Frances G. Young

Joined Dairy Council staff January 1961 as a home economist  
January 1963 hired as Executive Director  
Expanded the area from Metro St. Louis to include 136 counties  
in Missouri and Illinois  
Opened 5 area offices and increased the staff from 4 to 18  
professionals  
During this time the budget has increased over 600 percent  
Helped organize the St. Louis Nutrition Council  
Assisted in writing two curriculum guides for teaching home  
economics in Missouri elementary schools

Professional Memberships

American Home Economics Association

Missouri Home Economics Association

Home Economists in Business

(served as adviser, chairman, secretary, treasurer of  
local Home Economists in Business)

American School Food Service - Missouri School Lunch Association

Missouri Association for Social Welfare

Adult Education Council

St. Louis Nutrition Council

(served in all capacities)

Illinois Nutrition Committee

Serving as a member of American Home Economics Association's  
Terminology Committee since 1963, and has worked on three  
revisions of the Handbook of Food Preparation

Serving on the Resolutions Committee of the American Home  
Economics Association



DAIRY COUNCIL - In Local District  
100 Maryland Avenue, N.W. - Washington, D.C.

Date of Report  
1977 02 04

February 04, 1977

Mr. Robert E. Ryan  
Washington University  
Dept. of Economics Statistics  
100 South Euclid Ave.  
St. Louis MO 63120

Dear Mr. Ryan:

I am pleased to advise that Robert E. Ryan, Executive Director of the St. Louis District Dairy Council has been selected as Outstanding Alumnus of Wright College for the year 1977.

In order to provide a portrait of the individual activities which I am honoring at this time, I am enclosing to you some material on which a letter describing the contribution you have made Mr. Ryan has made to education generally in the city of St. Louis. The St. Louis District Dairy Council has other information which you may wish to request should an opportunity. I am sure that you will find these features most particularly beneficial, enlightening and helpful to the Institute's activities at the forthcoming session.

I am gathering the portfolio of this session time, and I would appreciate receiving something from you. In order to properly present all of these to the Executive Committee, the program must be directed to be from the city of St. Louis, District Dairy Council, Wright College, St. Louis, MO, in

this regard the program is as at the Dairy Council office in the enclosed, self-addressed envelope.

Sincerely,  
*Edward A. Ryan*  
Edward A. Ryan  
President

ED:raj  
Enclosure



ST. LOUIS DISTRICT DAIRY COUNCIL

1710 HAMPTON AVE. • ST. LOUIS, MO. 63118

Area Code 314 / 547 - 5490

FRANCIS G. YOUNG  
Executive Director



St. Louis District Dairy Council  
Annual Business Meeting  
Colony Motor Hotel  
March 31, 1976

The Annual Business Meeting of the St. Louis District Dairy Council was called to order by President David R. Page at 10:15 A.M.

John Campbell, Acting Secretary, read the official Notice of the Meeting.

President Page reported a quorum present in person or by proxy.

Since the minutes of the previous meeting had been sent to each member it was moved by Walter Stemler and seconded by Enos Huffer to dispense with the reading of the minutes. Motion carried.

President Page asked the treasurer, Joseph Reitz, to give the treasurer's report.

Mr. Reitz gave his report from the annual report as prepared by the auditing firm of Benson, LaMear, Nolte and McCormack for the year ending October 31, 1975. He reported total assets as of that date of \$326,408 with current liabilities of \$14,358 leaving retained income in the amount of \$312,050. Other pertinent items reported by Mr. Reitz were membership income of \$435,571 with \$413,754 contributed by the dairy producers and \$21,817 by dairy handlers. The excess of income over operating expense for the past year was \$24,864, plus interest income of \$8,919 for a total income of \$33,783.

It was moved by Mr. Herbert Kramer and seconded by Mr. Joe Ben Whetstine to accept the treasurer's report. Motion carried.

President Page called on John Campbell to read a Mailgram from Dr. M.F. Brink, President National Dairy Council, expressing his personal regards to the St. Louis District Dairy Council Board of Directors on the occasion of our Annual Meeting. (Copy attached and made a part of the minutes).

At the request of President Page, Joseph Reitz gave the report of the Nominating Committee which met on March 8, 1976. Mr. Reitz submitted the following recommendations to serve on the Board of Directors for the coming year:

CONSUMER MEMBERS

Mr. Paul Bernard  
Dr. Ruth Brennan  
Mrs. Ruby Chapman  
Mr. Harry Chlebowski  
Mr. Vernon R. Cupps  
Mrs. Charlotte Davis  
Miss Esther Emmons  
Mrs. Harold H. Feller  
Mrs. Eleanor Frasier  
Mr. Russell Hart  
Mrs. Patsy J. Healy

Mrs. Marjorie Heuerman  
Mr. Enos Huffer  
Mr. Clifton Luttrell  
Mrs. Sharon Marglous  
Mr. Harold E. McAvoy  
Mrs. Frank Mirkay  
Mr. Clifford Mitchell  
Mr. Jack Newman  
Mr. John Schilling  
Sr. Florence Wesselman  
Mrs. Mary Jo Wood

CONSUMER MEMBERS  
BOARD OF DIRECTORS

Sr. Mary Carol Anth  
Dr. W.C. Banton, II  
Dr. Helen Bruce  
Mrs. Helen Davies  
Dr. Edward A. Doisy, Jr.  
Mr. H.A. Leimer

Mrs. V.C. McCluer  
Mr. David R. Page  
Dr. Robert E. Shank  
Mr. Clarence Shaul  
Mr. Wilbur R.L. Trimpe

PRODUCER MEMBERS  
TO THE BOARD OF DIRECTORS

Mr. Karl B. Althage  
Mr. Lawrence Dietz  
Mr. Don Gandrud  
Mr. James Herbert  
Mr. Herbert A. Kramer  
Mr. Donald L. Kullmann  
Mr. Clarence B. Palmer

Mr. Joseph F. Reitz  
Mr. Harold Rice  
Mr. Denzil L. Roberts  
Mr. Dale Schaufelberger  
Mr. Walter Stemler  
Mr. Wendell Watts  
Mr. Joe Ben Whetstine

HANDLER MEMBERS  
TO THE BOARD OF DIRECTORS

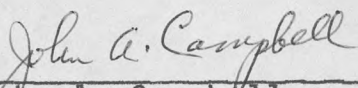
Mr. C.I. Bruns  
Mr. John Campbell  
Mr. John Geders  
Mr. Richard Kerckhoff

Mr. Charles Mead  
Mr. Armond Naeher  
Mr. Bob Martin

Following a request for any additional nominations from the membership and receiving none, it was moved by Mr. Reitz and seconded by Mr. Fred Schaab that the nominees be elected. Motion carried.

It was moved by Mr. Wendell Watts and seconded by Mr. Walter Stemler that the Annual Meeting be adjourned. Motion carried.

President Page declared meeting adjourned at 10:30 A.M.

  
\_\_\_\_\_  
John A. Campbell  
Acting Secretary

St. Louis District Dairy Council  
Board of Directors Meeting  
Colony Motor Hotel  
March 31, 1976

The meeting of the St. Louis Dairy Council Board of Directors was called to order by the President, David R. Page. He announced the purpose of the meeting was to elect officers and an executive committee to serve for the coming year, and to have a report on the past year's activities of the St. Louis District Dairy Council, and plans for the coming year to be given by Frances G. Young, Executive Director and members of her staff.

President Page called on Mr. Joseph Reitz, Chairman of the Nominating Committee, to present their recommendations.

Mr. Reitz presented the following nominations and moved their election:

President:	Mr. David R. Page
Vice Presidents:	Mr. Dale Schaufelberger Mr. Bob Martin
Secretary:	Mr. Donald L. Kullmann
Treasurer:	Mr. Joseph F. Reitz
Executive Committee Above officers and:	Mr. Richard Kerckhoff Mr. Walter Stemler Mr. Joe Ben Whetstine

The motion was seconded by Clarence Palmer and upon vote the motion carried unanimously.

Mrs. Frances Young was called on by President Page for a report on the Dairy Council activities.

Some of the items reported on by Mrs. Young were:

The Big Ideas program had been outstanding and was continuing in popularity.

The Little Ideas program which was for a three year period was winding down but had been a worthwhile program.

The nutrition leaders and food service people are very interested in the Dairy Council programs and in most cases welcome the Dairy Council material and personnel. She named several types of workshops available.

A new program instituted with the media by a new staff member, Dory Potts, was reported as being highly successful. Dory Potts submits spot announcements and messages to 27 television and radio stations, plus arranging and handling interviews with staff personnel for the media.

Mrs. Young then introduced the members of the Dairy Council staff and announced the resignation of Janice Gianoulakis. Mrs. Young paid tribute to her for past services in behalf of the Dairy Council.

Susan Funkhouser was called on to give a report on the School Lunch program and Dairy Council activities with schools. Included in her presentation were:

Out of an annual yearly milk production of 115 billion pounds the school lunch program used 3.7 billion pounds.

Proper nutrition and balanced meals benefited students greatly.

Exhibited some of the material, posters, illustrative aids available.

A report on programs and activities of other staff members.  
Discussed bicentennial program.

Pointed out the value of a balanced diet by the experience of Quinn Buckner, the star basketball player of Indiana University, who suffered through a period of poor performance from eating "junk" food in his own apartment before resuming eating in a dormitory which provided balanced meals whereby his performance at basketball returned to the usual greatness.

Next, the group heard a presentation by Ann Westhoff who reported on special projects, particularly work with Home Economics teachers and related personnel. She explained her work with these people by starting with the four basic food groups and the major nutrients in each. Bar graphs were used to illustrate nutrients in each group which readily pointed out the need for variety of foods and not one or two alone. She discussed the poor nutrition of teenagers from faulty diet and eating practices. The workshops are well attended and much interest shown, she reported.

Dairy Council work on preventive health was reported on by Pat Erb. She said Dairy Council is a leader in health education through proper nutrition. It was said that 98% of all people have some oral and dental problems and she stressed the importance

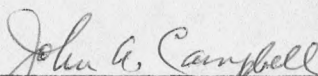
of proper nutrition on dental health. The new Tothtown USA material kit for use by classroom teachers was presented by Pat Erb in good detail. These kits have had a good reception in schools with over 570 distributed so far and the goal is for every school to use them.

Frances Young complimented her personnel for their outstanding work the past year. She also reported on the use of the Tothtown USA kits and their cost.

President David Page then complimented Mrs. Young and the entire staff for their efforts in behalf of Dairy Council and expressed the appreciation of the Board of Directors for their work and especially the presentations at this meeting.

A letter from Janice Gianoulakis was read by Mr. Page expressing her thanks and appreciation to Dairy Council. She praised the program both in the need for it and the accomplishments of the Dairy Council.

The meeting was adjourned at 11:40 A.M.

  
\_\_\_\_\_  
John A. Campbell  
Acting Secretary



## The St. Louis District Dairy Council

Invites you to our ANNUAL MEETING

Wednesday, March 31, 1976

Business Meeting

10:00 a. m.

Luncheon

12:00 Noon

Speaking on:

\*"Nutrition Education: An Investment in Living"

will be Mrs. Lucille B. Barnett

*Council  
attend*

Colony Motor Hotel

7730 Bonhomme Avenue • Clayton, Missouri

Free Parking

\*ADA & AHEA-PIR Accreditation has been applied for this program.

### Mrs. Lucille B. Barnett

Lucille Barnett, a registered dietitian, is School Food Service Supervisor in Spartanburg County, South Carolina, and is directly responsible for providing 34,000 lunches and 10,000 breakfasts daily.

In 1966, Mrs. Barnett was appointed a school meal consultant for Algeria under the U.S. State Department auspices. Her professional offices include the past presidencies of the American School Food Service Association and the South Carolina Dietetic Association.

She is a widely sought participant in national food conferences and recently addressed the Sixtieth Anniversary meeting of the National Dairy Council in Kansas City. Her topic for the St. Louis District Dairy Council will be "Nutrition Education: An Investment in Living."



St. Louis District Dairy Council  
2710 Hampton Avenue  
St. Louis, Missouri 63139



*Dr. Robert E. Shank  
Washington University  
Dept. of Preventive Medicine  
660 South Euclid Ave.  
St. Louis MO 63110*

PROXY

ST. LOUIS DISTRICT DAIRY COUNCIL

I, THE UNDERSIGNED MEMBER, OF THE ST. LOUIS DISTRICT DAIRY COUNCIL, A MISSOURI EDUCATIONAL CORPORATION, HEREBY MAKE, CONSTITUTE AND APPOINT

WITH FULL POWER OF SUBSTITUTION FOR ME AS A MEMBER OF SAID CORPORATION AT THE ANNUAL MEETING ANNOUNCED FOR MARCH 31, 1976, AT THE COLONY MOTOR HOTEL, 7730 BONHOMME AVENUE, CLAYTON, MISSOURI, OR AT ANY ADJOURNMENT THEREOF, FOR THE ELECTION OF MEMBERS AND DIRECTORS AND FOR THE TRANSACTION OF SUCH BUSINESS AS MAY PROPERLY COME BEFORE SAID MEETING.

WITNESS MY HAND THIS 3<sup>rd</sup> DAY OF March, 1976

Robert S. Hawk

Mailed  
3/3/76



Telephone — 647-5690

DAIRY COUNCIL—*St. Louis District*  
2710 HAMPTON AVENUE • ST. LOUIS, MISSOURI 63139

EXECUTIVE DIRECTOR  
Frances G. Young

March 1, 1976

Dr. Robert E. Shank  
Washington University  
Dept. of Preventive Medicine  
660 South Euclid Avenue  
St. Louis, MO 63110

Dear Dr. Shank:

The St. Louis District Dairy Council Annual Meeting will be Wednesday, March 31st at the Colony Motor Hotel, 7730 Bonhomme Avenue, Clayton, Missouri.

The board meeting will begin promptly at 10:00 a.m. with adjournment at 2:30 p.m.

Dairy Council staff will report on activities of the year and introduce new innovative programs being conducted in the schools.

Our guest speaker for the luncheon will be Lucille Barnett, R.D., School Food Service Director for South Carolina.

If there are educators you would like us to invite from your area, send me their names this week.

I look forward to seeing you at our annual meeting.

Sincerely,

ST. LOUIS DISTRICT DAIRY COUNCIL

*Frances G. Young*

Frances G. Young  
Executive Director

FGY/lc  
Enclosures  
Proxy  
Notice of Annual Meeting

NOTICE OF ANNUAL MEETING

YOU ARE HEREBY NOTIFIED THAT THE ANNUAL MEETING OF THE ST. LOUIS DISTRICT DAIRY COUNCIL, A MISSOURI EDUCATIONAL CORPORATION, WILL BE HELD WEDNESDAY, MARCH 31, 1976, 10:00 A.M., AT THE COLONY MOTOR HOTEL, 7730 BONHOMME, CLAYTON, MISSOURI.

THE PURPOSE OF THE MEETING IS TO ELECT MEMBERS AND DIRECTORS TO SERVE DURING THE ENSUING YEAR AND FOR THE TRANSACTION OF SUCH OTHER BUSINESS WHICH MAY PROPERLY COME BEFORE THE MEETING.

*Donald L. Kellmann*

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SECRETARY



Telephone — 647 - 5690

DAIRY COUNCIL — *St. Louis District*  
2710 HAMPTON AVENUE • ST. LOUIS, MISSOURI 63139

EXECUTIVE DIRECTOR  
Frances G. Young

May 23, 1975

Dr. Robt. E. Shank  
Washington University  
Dept. of Preventive Med.  
660 South Euclid  
St. Louis MO 63110

Dear Dr. Shank:

Enclosed you will find copies of the Minutes as prepared  
by Donald Kullmann, Secretary.

If you have any questions or additions, please send them  
to us.

Sincerely,

ST. LOUIS DISTRICT DAIRY COUNCIL

*Frances G. Young*  
(Mrs.) Frances G. Young  
Executive Director

FGY/bl  
Enclosures

ST. LOUIS DISTRICT DAIRY COUNCIL  
BOARD OF DIRECTORS MEETING  
APRIL 29, 1975

The Board of Directors Meeting was called to order by David R. Page for the purpose of electing Officers and the executive committee for the next year.

Mr. Joseph Reitz, Chairman of the Nominating Committee, presented the slate of candidates. Mr. Reitz moved that the candidates be elected. On second by Mr. Herbert A. Kramer, the following officers and executive committee were elected:

1975 - or until replaced  
St. Louis District Dairy Council  
Officers and Executive Committee

President:	Mr. David R. Page
Vice Presidents:	Mr. Clarence B. Palmer Mr. Bob Martin
Secretary:	Mr. Donald Kullmann
Treasurer:	Mr. Joseph F. Reitz
Executive Committee: Above officers and:	Mr. Richard Kerckhoff Mr. Walter Stemler Mr. Joe Ben Whetstine

Frances Young reported on the Dairy Council activities for the past year. She reported the following Staff changes.

Resignations: Edie Wehrend, September 1974  
Brenda Harris, January 1975

New Staff: Susan Martin, August 1974, Central Missouri areas  
Ellen Rowan, September 1974, St. Louis Staff  
Susan Funkhouser, January 1975, Champaign Illinois area  
Nina Swan, April 1975, Springfield, Missouri area

Mrs. Young reported that the St. Louis District Dairy Council now covers 136 counties in Illinois and Missouri. Population in this 136 county area is about 5,000,000. Missouri is now completely covered by Dairy Council Staff either out of Kansas City or St. Louis.

Three areas of Dairy Council programming were highlighted:

Consumer - Becky Dawson

Education - (Little Ideas) Mary Kolb

Professional - Nutrition Workshop for Dietitians  
(Pat Erb and Janice Gianoulakis)

Staff Members attended the following conventions during the past year: American Home Economics Assn., Society for Nutrition Education, American Dietetics Assn., and American Women in Radio and Television.

Dairy Council will provide a milk and ice cream bar for the National Conference on Interstate Milk Shippers to be held in St. Louis May 11 thru 15. During the year Dairy Council arranged for a Nutritional Analysis of an imitation fluid milk product, Vitamite. This analysis disseminated to many professional people resulted in articles and comments favorable to the dairy industry.

There being no further business, the meeting was adjourned.

*Donald L. Kullmann*

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Donald L. Kullmann, Secretary



ST. LOUIS DISTRICT DAIRY COUNCIL  
ANNUAL BUSINESS MEETING

APRIL 29, 1975

The Annual Business Meeting of the St. Louis District Dairy Council was held April 29, 1975 at 10:00 a.m. at the Colony Motor Hotel.

The meeting was called to order by Mr. David R. Page, President.

Mr. Donald L. Kullmann, Secretary, read the Official Notice of the Meeting and President Page noted that a quorum was present.

Since all the Directors and Officers received a copy of the minutes of the last Annual Meeting, Mr. Herbert Kramer moved that the reading of the minutes be waived and that the minutes stand approved as mailed. On second by Mr. Fred Schaab, the motion carried.

Mr. Donald Kullmann, Secretary, gave a brief resume of the Executive Committee Meeting held February 10, 1975; and also reported that as Chairman of the By-laws Committee, there was no action needed regarding the By-laws.

Mr. Page read a telegram from Dr. M.F. Brink, President of National Dairy Council. Dr. Brink expressed full cooperation with us as we face both challenges and opportunities in the coming years.

Mr. Joseph F. Reitz, Treasurer, gave the Treasurer's Report for the fiscal year which ended October 31, 1974 as audited by Benson, LaMear, Nolte and McCormack, Certified Public Accountants. Some of the highlights were as follows:

Total income was \$373,233.00 for the year with the St. Louis Division receiving \$189,233.00; Southwest Missouri receiving \$30,000.00, and the Illinois Division receiving \$154,000.00. Total income of \$373,233.00 was up \$58,379.00 over 1973. Excess of income over expenses for 1974 was \$34,309.00

On motion by Mr. Walter Stemler and second by Fred Schaab, the Treasurer's Report was approved as read.

Under old business, it was reported that the following persons attended National Dairy Council Annual Meeting in Kansas City, Missouri on April 6-9, 1975:

All Dairy Council Professional Staff  
Walter Stemler  
Bob Martin  
Fred Schaab  
Clarence Palmer  
Dave Page

Walter Stemler gave a report of the Kansas City meeting. Mr. Stemler reported on the various functions of American Dairy Association, United Dairy Industry Association, National Dairy Council, and Dairy Research, Inc. He was impressed by the following speakers he heard, namely: Lucille Barnett, Dr. Philip White, and Virginia Beal. Mr. Stemler complimented the St. Louis Staff for the outstanding presentation before the entire delegation at the Kansas City meeting.

Under new business, Joseph Reitz, Chairman of the Nominating Committee, presented the committee's report of members and directors for the ensuing year. In addition to Mr. Reitz, the committee members were: David R. Page, and Fred Schaab.

The following individuals were nominated:

CONSUMER MEMBERS

Mr. Paul Bernard  
Dr. Ruth Brennan  
Mrs. Ruby Chapman  
Mr. Harry Chlebowski  
Mr. Vernon R. Cupps  
Miss Esther Emmons

Mrs. Harold H. Feller  
Mrs. Eleanor Frasier  
Mr. Russell Hart  
Mrs. Patsy Healy  
Mrs. Marjorie Heuerman  
Mr. Clifton Luttrell

CONSUMER MEMBERS (cont.)

Mrs. Sharon Marglous  
Mr. Harold E. McAvoy  
Mrs. Frank Mirkay  
Mr. Clifford Mitchell  
Mr. Jack Newman

Mr. John Schilling  
Dr. J. Earl Smith  
Sr. Florence Wesselman  
Mr. John P. Whitney  
Mrs. Mary Jo Wood

CONSUMER MEMBERS  
BOARD OF DIRECTORS

Sr. Mary Carol Anth  
Dr. W.C. Banton, II  
Dr. Helen Bruce  
Mrs. Helen Davies  
Dr. Edward A. Doisy, Jr.  
Dr. C. Howe Eller

Mr. H.A. Leimer  
Mrs. V.C. McCluer  
Mr. David R. Page  
Dr. Robert E. Shank  
Mr. Clarence Shaul  
Mr. Wilbur R.L. Trimpe

PRODUCER MEMBERS  
TO THE BOARD OF DIRECTORS

Mr. Karl B. Althage  
Mr. Lawrence Dietz  
Mr. Don Gandrud  
Mr. James Herbert  
Mr. Herbert A. Kramer  
Mr. Donald Kullmann  
Mr. Clarence B. Palmer

Mr. Joseph F. Reitz  
Mr. Harold Rice  
Mr. Denzil L. Roberts  
Mr. Dale Schaufelberger  
Mr. Walter Stemler  
Mr. Wendell Watts  
Mr. Joe Ben Whetstine

HANDLER MEMBERS  
TO THE BOARD OF DIRECTORS

Mr. C.I. Bruns  
Mr. John Campbell  
Mr. Clyde W. Fruit

Mr. John Geders  
Mr. Richard Kerckhoff  
Mr. Armond Naeher

Mr. Bob Martin

On second by Clarence Palmer, the above members were elected.

Donald Kullmann read a letter from Richard M. Moore, Manager of American Dairy Association of Illinois, Inc., requesting that Dairy Council participate in the Illinois State Fair in a similar manner as in the past. Mr. John Campbell moved, that we so participate. On second by Mr. Enos Huffer, the motion carried.

PAGE 4

There being no further business, the Annual Business Meeting was adjourned.

*Donald L. Kullmann*

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Donald L. Kullmann, Secretary

April 28, 1975

Mrs. Frances G. Young  
Executive Director  
Dairy Council-St. Louis District  
2710 Hampton Avenue  
St. Louis, MO 63139

Dear Mrs. Young:

I am very sorry that I shall be unable to attend the Annual Meeting of the St. Louis District Dairy Council on April 29 because of other commitments.

This is a particular disappointment because I would have liked to see and hear Dr. Philip White. Please give him my best regards.

Very sincerely yours,

Robert E. Shank, M.D.

RES:ca

Encl: Proxy

4/28/75  
Can attend  
reply to Mrs. Frances Young  
4/28



Telephone — 647 - 5690

DAIRY COUNCIL — *St. Louis District*  
2710 HAMPTON AVENUE • ST. LOUIS, MISSOURI 63139

EXECUTIVE DIRECTOR  
Frances G. Young

April 1, 1975

Dear Member:

The ST. LOUIS DISTRICT DAIRY COUNCIL Annual Meeting will be Tuesday, April 29 at the Colony Motor Hotel, 7730 Bonhomme, Clayton, Missouri.

The board meeting begins promptly at 10:00 a.m. Adjournment will be 2:30 p.m.

We are fortunate to have as our keynote speaker, Dr. Philip White, Director of the Department of Foods and Nutrition of the American Medical Association and Secretary of the Council on Foods and Nutrition. If there are community leaders of nutrition education you would like me to invite, please send me their names and addresses.

Looking forward to seeing you on April 29.

Sincerely,

ST. LOUIS DISTRICT DAIRY COUNCIL

*Frances G. Young*  
(Mrs.) Frances G. Young  
Executive Director

FGY/bl  
Enclosures  
Proxy  
Notice of Annual Meeting

NOTICE OF ANNUAL MEETING

YOU ARE HEREBY NOTIFIED THAT THE ANNUAL MEETING OF THE ST. LOUIS DISTRICT DAIRY COUNCIL, A MISSOURI EDUCATIONAL CORPORATION, WILL BE HELD TUESDAY, APRIL 29, 1975, 10:00 A.M., AT THE COLONY MOTOR HOTEL, 7730 BONHOMME, CLAYTON, MISSOURI.

THE PURPOSE OF THE MEETING IS TO ELECT MEMBERS AND DIRECTORS TO SERVE DURING THE ENSUING YEAR AND FOR THE TRANSACTION OF SUCH OTHER BUSINESS WHICH MAY PROPERLY COME BEFORE THE MEETING.

*Donald L. Kullmann*

---

SECRETARY



DAIRY COUNCIL—St. Louis District  
The National Capital - St. Louis, Missouri Area

FRANCES G. YOUNG  
Executive Director

Your continued support of the St. Louis District Dairy Council program of work means a more effective effort to reach more people with nutrition and health education.

I am enclosing the Annual Report (November 1, 1972-October 31, 1973) for your information.

Sincerely,

ST. LOUIS DISTRICT DAIRY COUNCIL

*Frances G. Young*

(Mrs.) Frances G. Young  
Executive Director





**St. Louis District  
Dairy Council  
Annual Report  
1973**



Our goal is to provide accurate and reliable information about nutrition and dairy products to people in our community. They can make wise, daily food choices with this information.

To reach out into the community, we work through the health professional, the educator, and the community group leader. The St. Louis District Dairy Council is providing a real service — a service relevant to human needs.

*Frances G. Young*

Frances G. Young  
Executive Director



Each general geographic area we serve has its own unique characteristics of socio-economic and educational levels, as well as needs. We select the staff member who can work most effectively with the people in that area. Although staff may utilize different methods best suited to the people in the area served, each works toward our over-all goal. It is in a coordinated, unified approach that we are most effective.

*Sharilyn L. Lemkuil*

Sharilyn L. Lemkuil  
Program Coordinator &  
Communications Specialist

- 841,648 pieces of Dairy Council educational materials sent to leaders
- 13,398 special mailings sent

Dairy Council's support staff: Maxine Berkowitz (left), clerk-secretary; Shirley Meyer (center), receptionist-secretary; and Carole Novara (right), stockroom.



• 1,000 general members will help leaders in education, health professions and community groups

• **COMMUNITY GROUPS**  
• **EDUCATION**  
• **HEALTH PROFESSIONS**  
• **COMMUNITY GROUPS**



• 25,000 leaders reached through meetings and workshops

• **LEADERSHIP**  
• **WORKSHOPS**  
• **MEETINGS**  
• **WORKSHOPS**





#### • 1998-1999 program showed rising levels of stress and feelings of helplessness

Stress levels among students increased significantly over the course of the study, with a 25% increase in the number of students reporting high levels of stress. This increase was particularly pronounced among students in the upper grades, who reported higher levels of stress than their younger counterparts. The study also found that students who reported high levels of stress were more likely to feel helpless and less able to cope with their problems. These findings suggest that the school environment may be contributing to increased stress and feelings of helplessness among students, and that interventions to address these issues are needed.

#### • 1998-1999 program showed rising levels of stress and feelings of helplessness

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### 1999 elementary teachers completed

#### "Big Ideas" activities

1. **Mathematics**  
2. **Science**  
3. **Reading**  
4. **Writing**  
5. **Art**  
6. **Music**  
7. **Physical Education**  
8. **Foreign Languages**  
9. **History**  
10. **Health**

1. **Mathematics**  
2. **Science**  
3. **Reading**  
4. **Writing**  
5. **Art**  
6. **Music**  
7. **Physical Education**  
8. **Foreign Languages**  
9. **History**  
10. **Health**

### 1999 elementary 5th grade teachers



1. **Mathematics**  
2. **Science**  
3. **Reading**  
4. **Writing**  
5. **Art**  
6. **Music**  
7. **Physical Education**  
8. **Foreign Languages**  
9. **History**  
10. **Health**

1. **Mathematics**  
2. **Science**  
3. **Reading**  
4. **Writing**  
5. **Art**  
6. **Music**  
7. **Physical Education**  
8. **Foreign Languages**  
9. **History**  
10. **Health**

1. **Mathematics**  
2. **Science**  
3. **Reading**  
4. **Writing**  
5. **Art**  
6. **Music**  
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8. **Foreign Languages**  
9. **History**  
10. **Health**

1. **Mathematics**  
2. **Science**  
3. **Reading**  
4. **Writing**  
5. **Art**  
6. **Music**  
7. **Physical Education**  
8. **Foreign Languages**  
9. **History**  
10. **Health**

1. **Mathematics**  
2. **Science**  
3. **Reading**  
4. **Writing**  
5. **Art**  
6. **Music**  
7. **Physical Education**  
8. **Foreign Languages**  
9. **History**  
10. **Health**

1. **Mathematics**  
2. **Science**  
3. **Reading**  
4. **Writing**  
5. **Art**  
6. **Music**  
7. **Physical Education**  
8. **Foreign Languages**  
9. **History**  
10. **Health**

### 1999 6th-8th grade teachers



# Dairy Council Board

## Handler Members

Bailey Farm Dairy  
Edwardsville Creamery  
Ozark Dairy

Pevely Dairy Company  
Prairie Farms Dairy, Inc.  
St. Charles Dairy Company

The Kroger Company -  
Dairy Division  
Woodlawn Farm Dairy

## Consumer Members

Mr. Paul Bernard  
Dr. Ruth Brennan  
Mrs. Ruby Chapman  
Mr. Harry Chlebowski  
Mr. Vernon R. Cupps  
Mrs. Charlotte Davis  
Miss Esther Emmons  
Mrs. Harold H. Feller  
Mrs. Eleanor Frasier

Mr. Russell Hart  
Mrs. Marjorie Heuerman  
Mrs. Elizabeth B. Hoffman  
Mr. Enos Huffer  
Mrs. Sharon Marglous  
Miss Gertrude Kable  
\*(deceased)  
Mr. Clifton Luttrell  
Sr. Theresa Mary, SSND

Mr. Harold E. McAvoy  
Mrs. Frank Mirkay  
Mr. Clifford Mitchell  
Dr. Charles Naylor  
Mr. Jack Newman  
Mr. John Schilling  
Dr. J. Earl Smith  
Mr. John P. Whitney

## Board of Directors

### Producer, Handler, and Consumer

Mr. Karl B. Althage  
Sr. Mary Carol Anth  
Dr. W. C. Banton, II  
Mr. Richard H. Bonde  
Dr. Helen Bruce  
Mr. C. I. Bruns  
Mr. John Campbell  
Mrs. Helen Davies  
Mr. Lawrence Dietz  
Dr. Edward A. Doisy, Jr.  
Dr. C. Howe Eller  
Mr. Oscar Friedman

### Executive Committee •

Mr. Clyde W. Fruit  
Mr. John Geders  
Mr. James Herbert  
Mr. Richard Kerckhoff •  
Mr. Donald L. Kullmann •  
Mr. H. A. Leimer  
Mr. William W. Luallin  
Mrs. V. C. McCluer  
Mr. Armond Naeher  
Mr. David R. Page •  
Mr. Clarence B. Palmer •

Mr. Joseph F. Reitz •  
Mr. Harold Rice  
Dr. Robert E. Shank  
Mr. Clarence Shaul  
Mr. Walter Stemler  
Mr. Wilbur R. L. Trimpe  
Mr. William H. Wall •  
Mr. Wendell Watts  
Mr. Raymond Weinheimer •  
\*(deceased)  
Mr. Joe Ben Whetstine •





April 12, 1973

Mrs. Frances G. Young  
Executive Director  
Dairy Council-St. Louis District  
2710 Hampton Avenue  
St. Louis, Missouri 63139

Dear Mrs. Young:

These are the portions of Dr. Shank's  
talk that were written out.

If you want to use them for any  
purpose, feel free to do so.

Sincerely,

(Mrs.) Dorothy Olenyik  
Secretary to Dr. Shank

Enc

St. Louis Dairy Council  
Annual Meeting - Colony Hotel

4/5/73

MUSINGS ON NUTRITION TODAY

Mr. <sup>Pace</sup> Chairman, Ladies and Gentlemen:

Perhaps not all of you here are fully aware of the work and important contributions to community life which have been and are being made by the St. Louis Dairy Council. No other organization or group in our community has done as much in nutrition education and in the dissemination of information with the aim of better life and better living through best food practices. As one who has had the opportunity to know of and observe the activities of this Council for many years, I would like to record my admiration - and for the St. Louis community express a debt of gratitude to the staff of this Council and the dairy industry which supports it.

One of the activities of the Council which has been looked forward to by many has been its annual meeting. Traditionally, as tonight, there has been a good meal - nutritionally balanced and generous in calories and other nutrients - and then a talk, usually by a person of national renown in some area of nutrition or education. I, too, was looking forward to this 1973 annual meeting and to hearing my good friend, Cort Enloe, who is the Editor of NUTRITION TODAY, a publication which although relatively new on the scene is providing nutrition news to a wide audience and readership. Things changed, however, several weeks ago when I learned from Mrs. Young that Dr. Enloe, for good reasons, could not be in St. Louis on this occasion.

I was asked to fill the gap. So you are looking at a pinch hitter. Those of you who are baseball fans will recognize the fact that the role of a pinch hitter for the home team is not always envious. He gets but one chance and if he strikes out, he is likely to hear a course of boos. You can appreciate the chance that I have taken - but it is done with full awareness and in the effort to help in a small way a group for which many have great admiration.

With this preamble - I would like to share some thoughts with you relative to diet and health in the United States today and to describe some new interests and programs which are in the offing.

My experience in fields of human nutrition spans three decades. During this time interval, public interest in foods and diet has waxed and waned. During the nineteen forties and fifties there was broad interest. The period was accompanied by programs of nutritional fortification or enrichment of foods - the addition of vitamins A and D to milk, the enrichment of flour, rice and corn meal with iron and the B vitamins - thiamine, riboflavin and niacin, and the iodination of salt. Agricultural producers and food processors developed new technology protecting and assuring food quantity, quality and safety. The accomplishments were large and remarkable in health and in the disappearance of nutritional deficiency diseases such as rickets, scurvy, pellagra, alcoholic polyneuritis and endemic goiter.

There followed a period of bountiful food supply and public confidence in the quality of our foods. We ate well and lived well. We shared agricultural surpluses with other countries and populations which were less well endowed. About the only problem of nutrition which seemed to cause any public concern was the growing prevalence of obesity and the health problems which derive from being overfed. However, for the first time the attention of the public was called to the fact that an ever increasing number of non-food chemicals or materials were being added or found their way into foods. Not all of these were known to be safe for human consumption. Some indeed had been found in animals to cause cancer. As a result Congress, in the mid 1950's, passed the so-called Delaney Clause which placed a requirement on the Food and Drug Administration to attest to the fact that all such additives and contaminants could not be ascertained to cause cancer. With the assistance of the National Research Council, the FDA, in fulfilling this obligation, developed a list of apparently safe food chemicals. This list goes under the eponym of the GRAS list - (generally regarded as safe). Public confidence was reassured and we continued to eat well and I believe to enjoy the health benefits attendant on good eating.

About 1965 a trend of heightened new public interest in diet began to evolve and has continued. Evidence of this can be seen in the increasing coverage given to food and nutritional information in news media, the popularity of

question and answer programs on diet on radio and TV stations, the sales of magazines and books concerned with foods or diet, large markets for so called "health foods", and an annual expenditure by the American public in excess of \$300,000,000 for purchase of vitamin and mineral supplements. Certainly we can deduce from all of this that there is a large and sincere desire on the part of the American public to take advantage of all information concerning best nutritional practices for healthful living. Moreover, there is indication of public concern that not all foods are of best nutrient quality or are fully protected against contamination with chemicals which produce disease. Unfortunately, any claim made which might impugn the quality and safety of our foods gets wide distribution in news media, without efforts to substantiate the evidence or to establish the validity of the opinion. For some people to see it in print is to accept it as truth or "gospel". A few examples of recent claims and opinions which you will recognize but which have little or no scientific basis of support are the following:

- 1) "Organically or naturally grown foods are better for you. They are health foods."
- 2) "Vitamin C taken in large amounts, 1 to 3 gms per day, will prevent colds and make you feel better." (This is 20 to 50 times the RDA)
- 3) "Vitamin E in large doses will prevent heart attacks, sustain the sex glands and benefit your skin."

4) "Naturally produced vitamins are more active physiologically than those produced by chemical synthesis."

These are but a few examples of the many claims which are made and are accepted by a public which sincerely wants to take advantage of any potential health benefit that a food or nutrient can bring. For most persons who act on these claims, there are few if any disadvantages, except the greater costs of purchase of health foods and food supplements. Some will say they feel better and enjoy the tastes of such foods. Many, however, will find disparagement in such advice because they do not personally derive the benefits that are claimed. This unfortunately leads to lack of confidence in the basic truth that there are very important health benefits to be derived from eating a balanced and carefully chosen diet. On the other hand, the public should know that there are good and very valid sources of nutritional information in our community - one very important one is the Dairy Council. Moreover, there is sound justification for offering reassurance. The American food supply is of good quality, is safe, and new procedures are being developed to protect its safety and quality. However, at this time with food prices on the increase, it becomes more important than ever for the housewife particularly to have nutritional information with which to be guided in her food purchases.

A number of recent studies have provided description of food practices in the United States and the existence of a number of health problems which are related to these. I would like to describe several of these. *and then to describe briefly for your new programs of likely impact on nutritional information & health*

*read portion of book*

It remains to see how useful the new labeling procedure will be. Under any circumstance, new information will be provided for the consumer. It is my hope that this development will bring new awareness on the part of the consumer of the food he purchases and consumes - maybe a new sophistication ~~on the part of the public~~ in regard to ~~its~~ foods and ~~its~~ health. Above all it should bring new confidence in the foods we have available to us. At this point food processors and manufacturers are generally receptive of the new regulations. They are provided with guidelines which many have previously desired to avoid unfair claims and competition. For nutritionists and physicians labeling should afford important new assistance in providing diets of planned and known nutrient content. All in all, we seem to be entering a new era facilitating rather than impeding ~~all~~ efforts to achieve the full health benefits of appropriate food choices.

In this talk I have attempted to develop the concept that heightened interest of the American public in foods and the nutritional quality of its diet is bringing new developments. There have been new government supported efforts to assess nutritional problems in key groups - the low income, in children, and in pregnant women. Problems have been identified. All of these have solutions or approaches but integral to all such efforts will have to be enhanced endeavors of nutrition education. Appropriately some of this will be in schools but of equal importance will be new programs directed at the general public of all ages. By these means, also, the



opportunity for the food faddist who has used public interest in foods and health for his own purposes and gain will be reduced.



Telephone — 647-5690

DAIRY COUNCIL—*St. Louis District*  
2710 HAMPTON AVENUE • ST. LOUIS, MISSOURI 63139

EXECUTIVE DIRECTOR  
Frances G. Young

April 20, 1972

Dr. Robert E. Shank  
Washington University  
Dept. of Preventive Medicine  
660 South Euclid Avenue  
St. Louis, Missouri 63110

Dear Dr. Shank:

At our St. Louis District Dairy Council Annual Meeting, April 14, 1972, you were elected to our board of directors representing the consumer members.

We are enclosing a copy of our 1971 Annual Report; if you have questions about the program, I will be happy to discuss them with you.

We value your support of our Dairy Council nutrition education program and look forward to working with you.

Sincerely,

ST. LOUIS DISTRICT DAIRY COUNCIL

*Frances G. Young*

(Mrs.) Frances G. Young  
Executive Director

FGY/mdw  
Encl.

CURRICULUM VITAE  
(Meyer Friedman, M.D.)

DATE OF BIRTH: July 13, 1910

PLACE OF BIRTH: Kansas City, Kansas

UNDERGRADUATE AND GRADUATE EDUCATION:

1. Yale University, A.B. (1927-1931)
2. John Hopkins Medical School, M.D. (1931-1935)

POSTGRADUATE TRAINING:

1. Internship (General), Kansas City General Hospital (1935-1936)
2. Research Fellowship, Cardiology, Michael Reese Hospital (1936-1937)
3. Residency, Cardiovascular Research, Michael Reese Hospital (1937-1938)
4. Residency, General Medicine, University of Wisconsin General Hospital (1939)

POSITIONS HELD:

1. Associate Chief of Medicine, Mount Zion Hospital and Medical Center (since 1948)
2. Director, Harold Brunn Institute for Cardiovascular Research, Mount Zion Hospital and Medical Center (since 1939)
3. Cardiovascular Consultant and General Consultant, Tripler General Hospital, Honolulu (1943-1945)
4. Lt. Colonel, United States Army Medical Corps, (1945-1948)

SOCIETY MEMBERSHIPS:

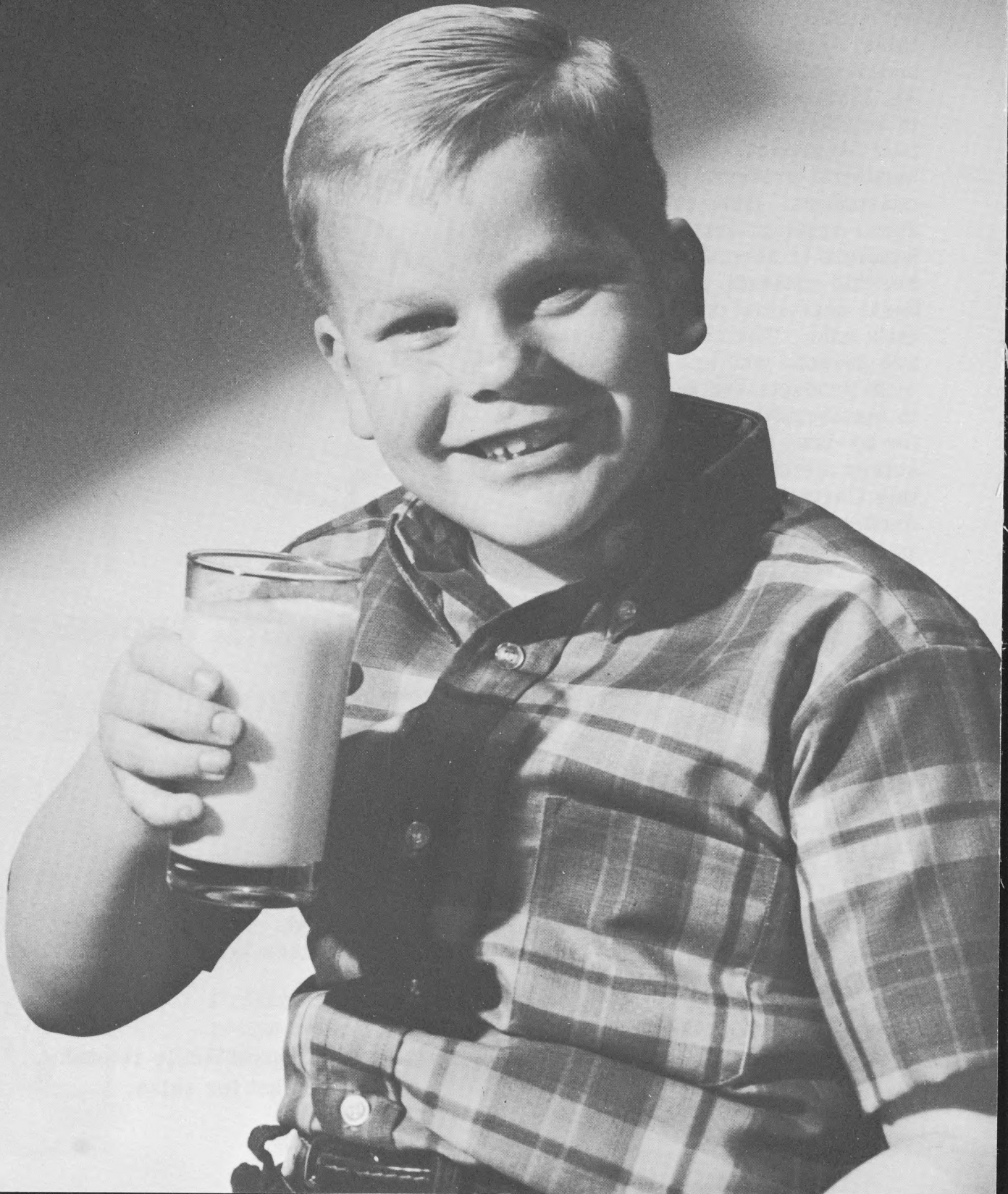
1. American Medical Association
2. American Physiological Society
3. American Heart Association  
Fellow: Council on Clinical Cardiology; Council on Arteriosclerosis;  
Council on Basic Science; and Council on Circulation;  
Member: Foundation for High Blood Pressure Research
4. American Society for Clinical Investigation
5. American Society for Study of Arteriosclerosis
6. California Medical Association
7. California Academy of Medicine
8. California Heart Association
9. California Society of Internal Medicine
10. San Francisco County Medical Society
11. San Francisco Heart Association
12. Society for Experimental Biology and Medicine
13. Western Association of Physicians
14. Western Society for Clinical Research

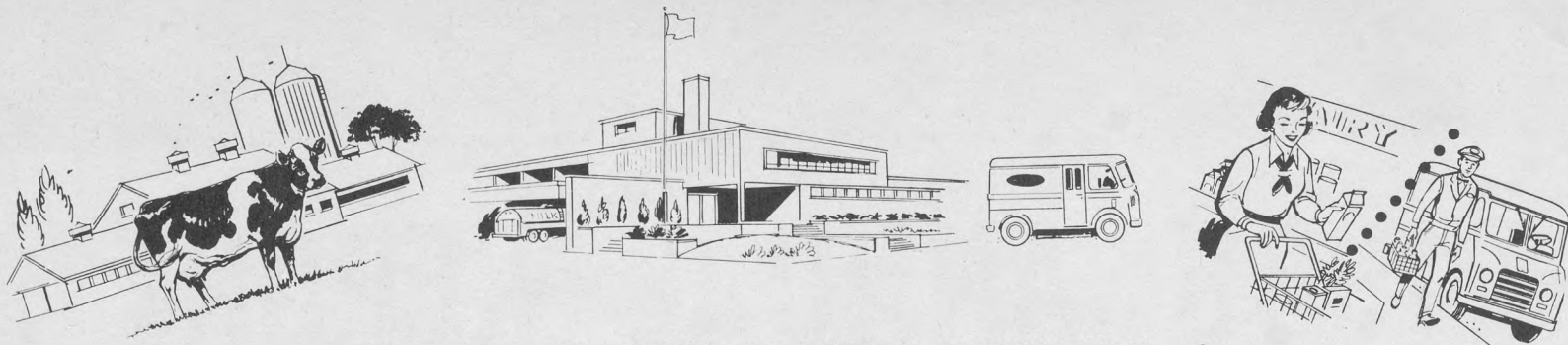
SPECIALTY CERTIFICATES:

1. Certification of Internal Medicine by American Board of Internal Medicine (1946)
2. Certification in Cardiovascular Disease by American Board of Cardiovascular Disease (1946)
3. Author and co-author of 320 scientific papers

ST. LOUIS DISTRICT DAIRY COUNCIL

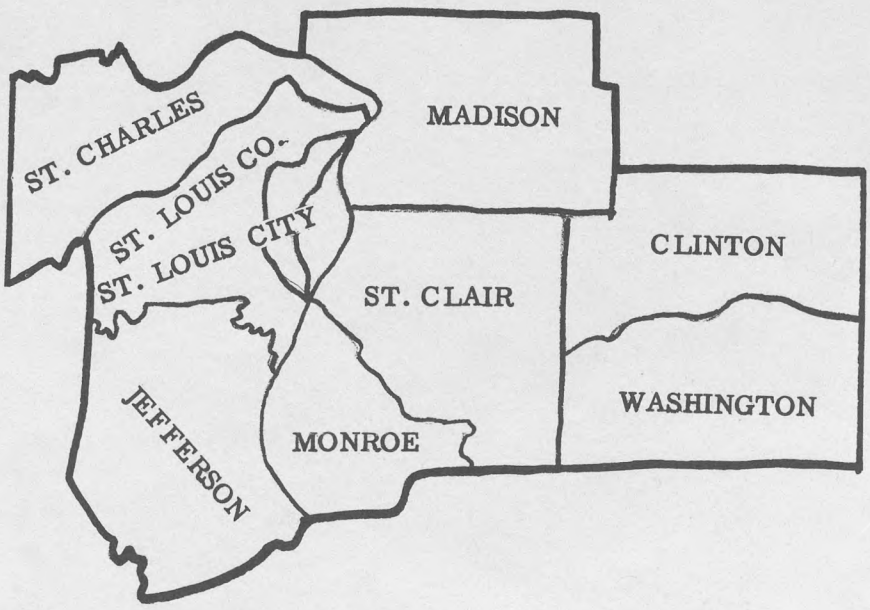
# 1966 ANNUAL REPORT





## WHAT IS THE DAIRY COUNCIL ?

The Dairy Council of St. Louis is a non-profit, income tax free educational organization incorporated under the laws of Missouri on March 25, 1932. Membership in the Council is voluntary and is representative of four (4) groups; namely producers, handlers, producer organizations, and consumers. Dues are paid by producer organizations, producers, and handlers in accordance with the membership contract, on a pro-rata basis depending on the volume of milk sold. The consumer members are persons who use fresh milk and milk products and who are elected to membership in accordance with the by-laws provided that such consumer members while members of this Corporation shall not be producers or handlers or affiliates of producers or handlers.



## WHY IS THE DAIRY COUNCIL PROGRAM IMPORTANT TO YOU ?

Because . . . . .

It is a long-range program.

Because . . . . .

The program is localized.  
The materials and services are always available.

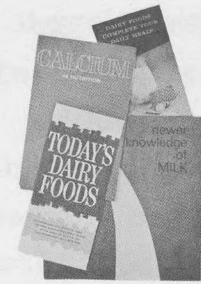
Because . . . . .

The Dairy Council builds good public relations.  
It pre-conditions the market for sales.

## WHAT DOES THE DAIRY COUNCIL DO ?

Briefly, the Dairy Council's job is to help sell more milk and milk products by building a positive public image.

### The Dairy Council . . . .



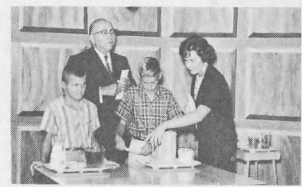
Provides authentic literature, consisting of booklets, leaflets and posters relating dairy products to nutrition and health.....



Provides films on dairy products and their place in the diet.....



Provides exhibits on dairy products with emphasis on health and nutrition.....



Provides newspaper, radio and television with recipes and information on milk and its products.....



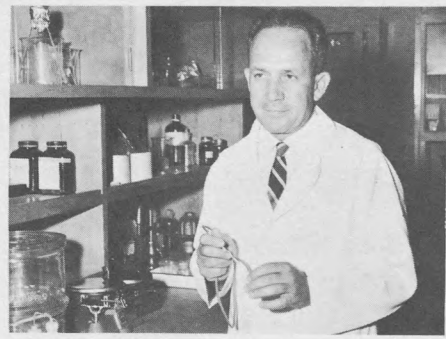
Maintains direct contact with doctors, dentists, nurses and others of the para-medical team.....



Provides college trained home economists to conduct programs and conferences on dairy products and their place in the diet.....

# NUTRITION

# EDUCATION



## WORKING WITH HEALTH LEADERS

Your Dairy Council works with the cooperation of professional leaders in all parts of Metropolitan St. Louis. In turn, they pass along to our citizens the facts about good nutrition and the place of milk in the diet. Many health leaders are reached through personal contact by the Dairy Council staff, others are reached at meetings and conventions, still others through regular mailings of Nutrition News, and Dairy Council Digests.

## PUBLIC RELATIONS

One of the ways your Council staff multiplies its usefulness in telling the story of the importance of milk and its products to the citizens of Metropolitan St. Louis is through cooperation with the mass media - chiefly - newspapers, radio and television.

Consumers need to know more about milk and its place in the diet and they welcome timely information and recipes which will help provide their families with wholesome nutritious meals.

During the year many recipes, most of them illustrated, were provided to and used by the newspapers, radio and television stations. All recipes call for fresh pasteurized milk and sometimes for other dairy products.



## WORKING WITH EDUCATIONAL LEADERS

The Dairy Council spends a large share of its time and budget with schools. Staff members visit school personnel and attend teachers' meetings and workshops.



## SCHOOL LUNCH

Each type A school lunch includes one half pint of whole milk as well as other milk products -- a good market! Dairy Council provides school lunch posters and works with school lunch personnel by conducting meetings and by mailing 1,200 Menu Guides nine times a year.



### PEOPLE OF ALL AGES

### NEED A GOOD SUPPLY

### OF MILK IN THEIR DIET

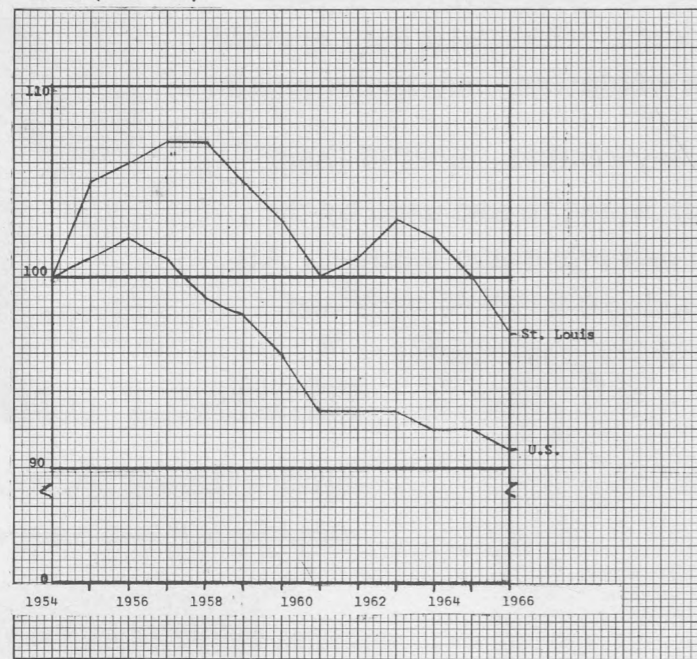


PER CAPITA CONSUMPTION, UNITED STATES AND ST. LOUIS MARKET, 1954 through 1966

Year	United States		Inside the St. Louis Market b/	
	Per Capita lbs. per yr.	Index (1954 = 100)	Per Capita lbs. per yr.	Index (1954 = 100)
1954	324	100	270	100
1955	327	101	284	105
1956	330	102	287	106
1957	328	101	290	107
1958	322	99	290	107
1959	316	98	283	105
1960	311	96	278	103
1961	301	93	271	100
1962	300	93	274	101
1963	301	93	278	103
1964	299	92	275	102
1965	298	92	271	100
1966	296	91	263	97

a/ Source: "The Dairy Situation" - U.S.D.A., November, 1966.  
b/ Source: The St. Louis Market Administrator

INDEX (1954 = 100)



Index of Per Capita Consumption of Fluid Milk Products.

BREAKDOWN OF CLASS I DISTRIBUTION, ST. LOUIS MARKETING AREA, 1956 and 1966

Products	1956		1966		Percent Change (1966 Daily Volume compared with 1956)
	Total	Daily	Total	Daily	
Whole Milk Products (A)	409,542,312	1,118,968	423,877,575	1,161,308	+ 3.78
Skim Milk Products (B)	29,006,852	79,254	112,366,308	307,853	+ 288.44
Whole Milk and Skim Milk Products Combined (C)	438,549,164	1,198,222	536,243,883	1,469,161	+ 22.61
Milk and Cream Mixtures (D)	5,256,138	14,361	6,216,819	17,032	+ 18.60
Fluid Cream Products (E)	4,851,343	13,255	3,059,643	8,382	- 36.76
Milk and Cream Mixtures and Fluid Cream Products Combined (F)	10,107,481	27,616	9,276,462	25,415	- 7.97
TOTAL	448,656,645	1,225,838	545,520,345	1,494,576	+ 21.92

(A) Plain and Flavored Milk (B) Skim Milk, 2% Homo, Flavored Skim Milk Drink, and Buttermilk, (C) Combination of (A) and (B);  
(D) Mixtures of Milk and Cream, (E) Sweet and Sour Cream, (F) Combination of (D) and (E).



ST. LOUIS DISTRICT DAIRY COUNCIL

OFFICERS

DR. ROBERT E. SHANK, President  
MR. CLARENCE B. PALMER, Vice President  
MR. SAM H. BOEHMS, Vice President

MR. WILBUR R. L. TRIMPE, Vice President  
MR. ARTHUR F. KERCKHOFF, Treasurer  
MR. JOSEPH F. REITZ, Secretary

EXECUTIVE COMMITTEE: Above Officers, and MR. JAMES L. REEVES (Member-at-large)

BOARD OF DIRECTORS

Mr. Fred L. Berlinger, Jr.	Mr. Arthur F. Kerckhoff	Mr. James L. Reeves
Mr. Sam H. Boehms	Mr. Floyd E. Lautenschlaeger	Mr. Joseph F. Reitz
Mr. C. I. Bruns	Mr. H. A. Leimer	Mr. Dale Schaufelberger
Dr. Edward A. Doisy, Jr.	Mrs. V. C. McCluer	Dr. Robert E. Shank
Dr. C. Howe Eller	Mrs. Frank Mirkay	Dr. J. Earl Smith
Mrs. Harold H. Feller	Sister Rose Miriam, S.S.N.D.	Mr. Paul Steinlage
Mr. Oscar Friedman	Mr. Armond Naehner	Mr. Walter Stemler
Mr. C.W. Fruit	Dr. Charles A. Naylor	Mr. Charles Stine
Mr. John Geders	Mr. Clarence B. Palmer	Mr. Wilbur R. L. Trimpe
Mr. Clarence Gusewell	Mr. R. D. Pennewell	Mr. Raymond Weinheimer
Mr. Elmer Hermann	Dr. James H. Ready	Mr. Joe Ben Whetstine

CONSUMER MEMBERS

Mr. Paul M. Bernard	Mrs. Marjorie J. Heurman	Mr. Clifton B. Luttrell
Mr. Lowell Burns	Mr. William Hoff	Mr. Truman May
Mrs. Helen R. Davies	Mrs. Elizabeth B. Hoffman	Mr. David R. Page
Mr. William A. Gates	Mr. Robert E. Hood	Mr. Virgil Sapp
	Miss Gertrude Kable	

HANDLER MEMBERS

BAILEY FARM DAIRY	PEVELY DAIRY COMPANY
BERLINGER DAIRY	QUALITY DAIRY COMPANY
EDWARDSVILLE CREAMERY (Edwardsville)	SEALTEST FOODS (St. Louis)
OZARK DAIRY	ST. CHARLES DAIRY COMPANY (St. Charles)
O'FALLON QUALITY DAIRY (O'Fallon)	WOODLAWN FARM DAIRY
Division of Sanitary Milk Producers Association	

STAFF

Frances G. Young - Educational Director	Charles J. Stewart - Accountant
Carol Kingston - Secretary	Fred A. Eppenberger - Attorney
Sandra Hunt - Dietitian	Don Stewart - Stockroom Clerk
Mary Kolb - Home Economist	Bud Stewart - Stockroom Clerk
Ruthann Metzler - Home Economist	C. K. Benson & Co. - Auditors

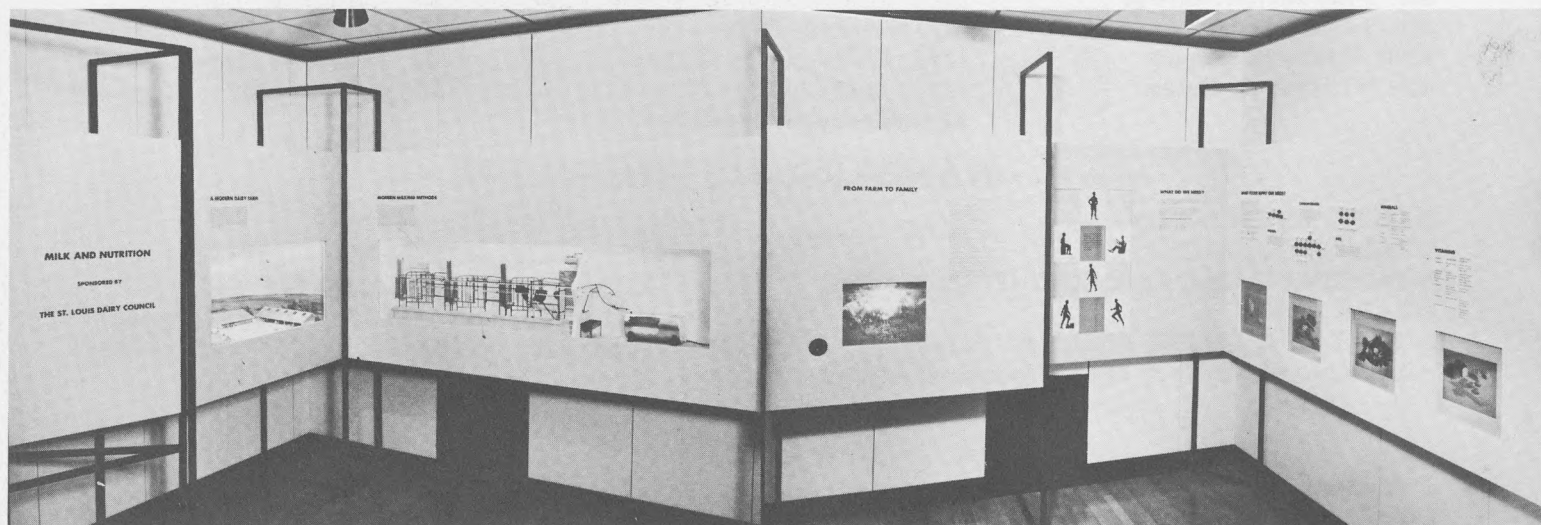
## HERE ARE THE FIGURES FOR 1966

Figures cannot measure the invaluable cooperation your Dairy Council staff receives daily from the health and educational leaders in the community. With their assistance the effectiveness of our efforts is multiplied many times.

However, here are the figures for 1966:

- 401** meetings with 32,383 people attending, stressing the importance of milk and its products in the diet.
- 2,604** contacts (personal and telephone) with teachers, nurses, dietitians, dentists, doctors, extension workers, youth workers, community leaders and homemakers, concerning dairy products.
- 5,741** showings of Dairy Council films with 199,171 people viewing them.
- 50** T.V. shows demonstrating dairy recipes.
- 69** Radio programs discussing dairy products.
- 353,925** pieces of Dairy Council Health Education Instructional Aids were given out.
- 20** Exhibits displayed for 74 days.

Dairy Exhibit at the Museum of Science was viewed by 70,318 visitors.  
(This is a permanent exhibit)



PERMANENT DAIRY EXHIBIT AT THE MUSEUM OF SCIENCE, OAK KNOLL PARK, ST. LOUIS COUNTY, OPEN TO THE PUBLIC DAILY.



**DAIRY COUNCIL OF ST. LOUIS**

DAIRY COUNCIL OF ST. LOUIS • 2710 Hampton Avenue • St. Louis, Missouri 63139



January 21, 1966

Mrs. Frances G. Young  
Educational Director  
Dairy Council - St. Louis District  
2710 Hampton Avenue  
St. Louis, Missouri 63139

Dear Mrs. Young:

If you think it appropriate and if you wish me to serve as President of the Board of Directors of the Dairy Council for another year, I shall be pleased to do so.

Actually, I have made no contributions at all during this past year but hope that you will call on me as needed.

It will be possible for me to attend the Annual Meeting at the Colony Inn on March 17.

Very sincerely yours,

Robert E. Shank, M. D.



DAIRY COUNCIL—*St. Louis District*  
2710 HAMPTON AVENUE • ST. LOUIS, MISSOURI 63139

EDUCATIONAL DIRECTOR  
FRANCES G. YOUNG

January 19, 1966

Dr. Robert E. Shank  
Washington University  
School of Medicine  
Department of Preventive Medicine  
660 So. Euclid  
St. Louis, Missouri 63110

Dear Dr. Shank:

The Nominating Committee of the St. Louis District Dairy Council met January 13, and would like for you to serve as president of the Board of Directors for another year.

The Annual Meeting was set for March 17, at the Colony Inn in Clayton, Missouri, and we certainly hope your schedule will allow you to attend the meeting. It will be a luncheon meeting.

Looking forward to hearing from you at your earliest convenience.

Sincerely yours,

ST. LOUIS DISTRICT DAIRY COUNCIL

*Frances G. Young*

(Mrs.) Frances G. Young  
Educational Director

FGY/ck



**DAIRY COUNCIL  
OF  
ST. LOUIS**

**ANNUAL  
REPORT  
1965**



## DAIRY COUNCIL OF ST. LOUIS

Your Dairy Council is one of 72 Dairy Councils with 90 offices located throughout the United States and affiliated with National Dairy Council, which was established in 1915 "to promote optimum health and welfare through adequate use of milk and its products in accord with scientific recommendations, and thus contribute to a more secure American agriculture and national well-being."

The Dairy Council of St. Louis is a non-profit, income tax free educational organization incorporated under the laws of Missouri on March 25, 1932. Membership in the Council is voluntary and is representative of four (4) groups; namely producers, handlers, producer organizations, and consumers. Dues are paid by producer organizations, producers, and handlers in accordance with the membership contract, on a pro-rata basis depending on the volume of milk sold. The consumer members are persons who use fresh milk and milk products and who are elected to membership in accordance with the by-laws provided that such consumer members while members of this Corporation shall not be producers or handlers or affiliates of producers or handlers. The Council works on its educational program in the metropolitan area as defined by the U.S. Census Bureau.



### PER CAPITA CONSUMPTION, UNITED STATES AND ST. LOUIS MARKET, 1954 through 1965

Year	United States a/		St. Louis Marketing Area b/	
	Per capita lbs. per year	Index (1954 - 100)	Per capita lbs. per year	Index (1954 - 100)
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1957	343	99	290	107
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1960	322	93	278	103
1961	310	89	271	100
1962	303	89	274	101
1963	307	88	278	103
1964	305	88	275	102
1965	302	87	271	100

a/ Source: Dairy Situation - U. S. D. A., November, 1965  
b/ Source: The St. Louis Market Administrator's Office.

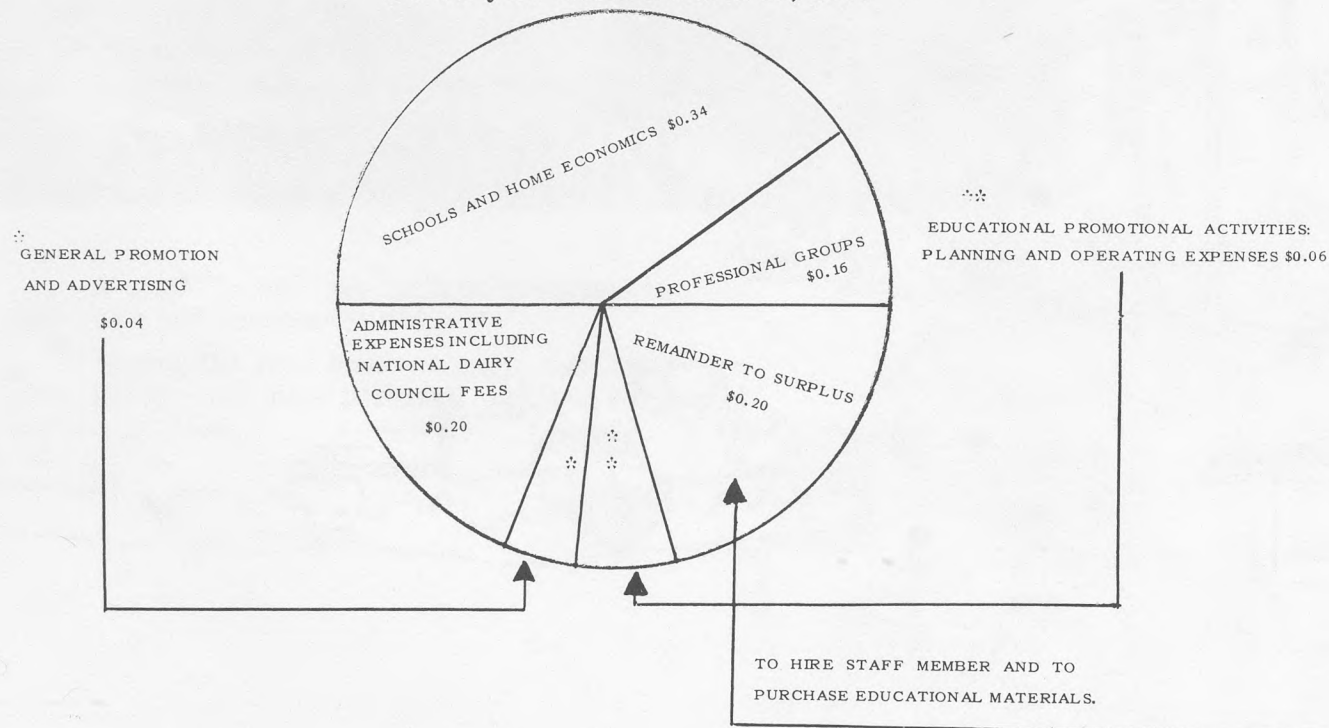
INDEX ( 1954 = 100 )



Index of Per Capita Consumption of Fluid Milk Products.

### ST. LOUIS DISTRICT DAIRY COUNCIL

distribution of per dollar income for the year ended October 31, 1965

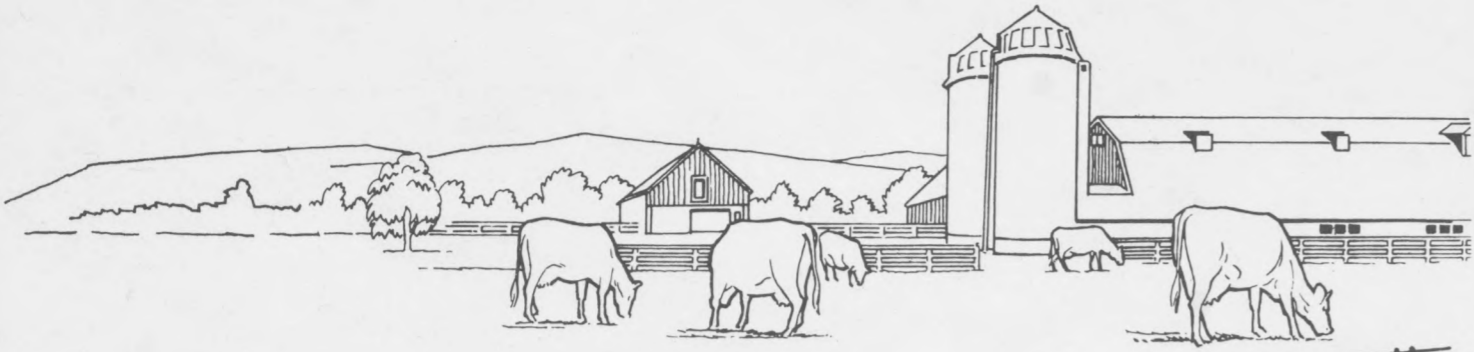


### Breakdown of Class I Distribution, St. Louis Marketing area, 1956 and 1965

Products	1956		1965*		Percent Change (1965 Daily Volume Compared with 1956)
	Total	Daily	Total	Daily	
Whole Milk Products (A)	409,542,312	1,118,968	444,533,204	1,217,899	+ 8.84
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TOTAL	448,656,645	1,225,838	555,896,702	1,523,004	+ 24.24

(A) Plain and flavored milk; (B) skim milk (including 2% homo), flavored skim milk drink and buttermilk; (C) combination of (A) and (B); (D) mixture of milk and cream; (E) sweet and sour cream; (F) combination of (D) and (E).

\*Marketing area was expanded effective February 1, 1965 to include the Missouri Counties of Bollinger, Cape Girardeau, Crawford, Franklin, Jefferson, Perry, St. Francois, Ste. Genevieve and Washington.



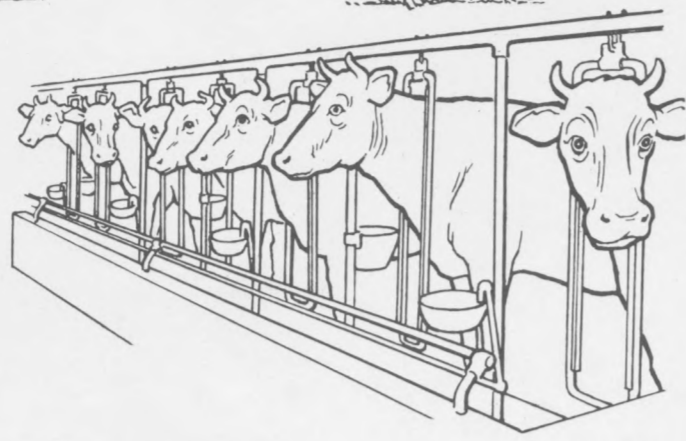
## DAIRY FARM

Average daily sales were 915 lbs. of milk on the St. Louis market.

Class I Milk (fluid milk and fluid milk products) price in 1965 - - \$4.48

Class II Milk (milk used in manufactured dairy products) in 1965 - \$3.26

Difference of \$1.22 cwt.



## DAIRY PLANT

### MULTIPLE MILK PROMOTION

Your Dairy Council is effective because of the multiplication of its efforts by the cooperation of the leaders in the offices of the health and educational institutions and by the many persons who help us with guidance and leadership. This help cannot be counted either in dollars and cents or numbers. Here is our summary of activities for the year.

## DAIRY COUNCIL



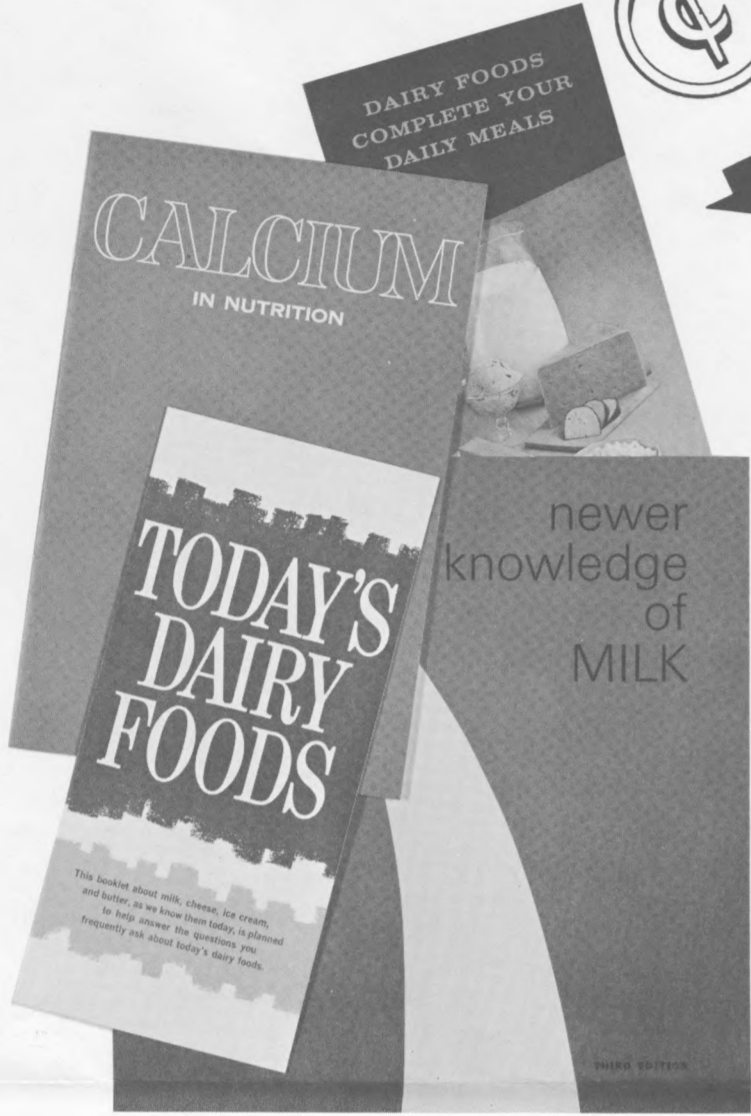
St. Louis District Dairy Council uses its money to educate the consumer.

The St. Louis District Dairy Council is supported jointly by producers and handlers in accordance with a voluntary membership contract.

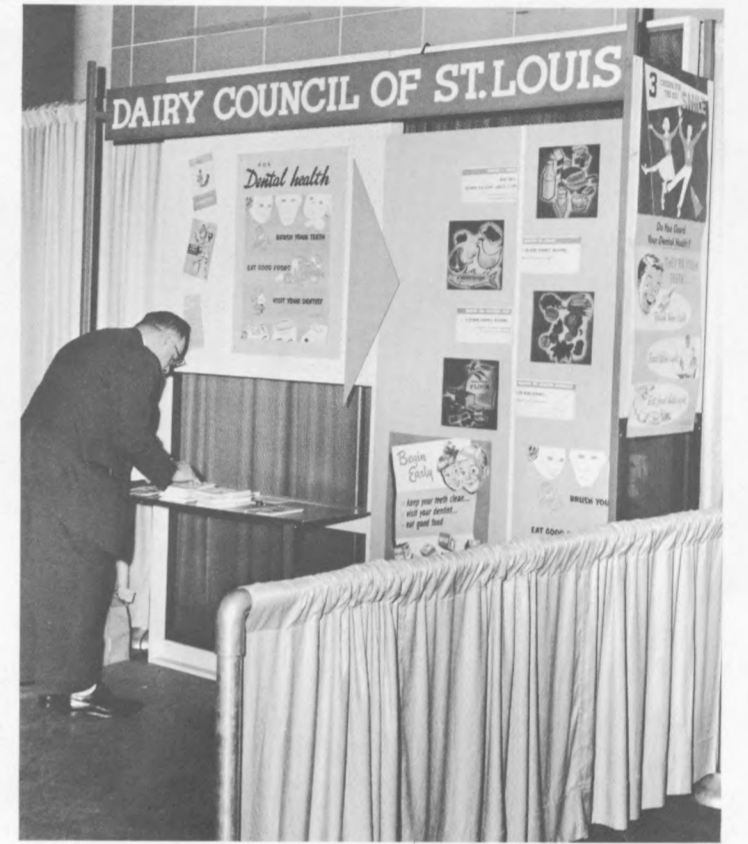
### Milk Sales are Everyone's Business...

The farmer, the handler, the grocer and the consuming public.

Your Dairy Council strives to earn public confidence in milk and its products as an essential part of each day's food supply. If we invest our leadership, our time and money to see that the public learns the facts about milk, we shall move forward.



325,427 pieces of educational material were placed with teachers and educational leaders.



More than 400,000 people saw Dairy Council exhibits calling attention to milk and milk products and their place in the diet.



During the year many recipes were provided to radio and TV stations.



310 meetings with 27,822 people attending were participated in by Dairy Council staff members.



A good "press" for milk is important to dairymen and consumers alike.

During the year many recipes, most of them illustrated, were provided and used by the newspapers.



## *Officers*

DR. ROBERT E. SHANK, President  
MR. CLARENCE PALMER, Vice President  
MR. SAM BOEHMS, Vice President

MR. WILBUR R. TRIMPE, Vice President  
MR. ARTHUR F. KERCKHOFF, Treasurer  
MR. RUSSELL E. SPAULDING, Secretary

## *Board of Directors*

Mr. E. C. Adams, Jr.  
Mr. Fred L. Berlinger, Jr.  
Mr. Sam Boehms  
Mr. C. I. Bruns  
Dr. Edward A. Doisy, Jr.  
Dr. C. Howe Eller  
Mrs. Harold H. Feller  
Mr. Oscar Friedman  
Mr. C. W. Fruit  
Mr. John Gedders  
Mr. Elmer Hermann

Mr. Arthur F. Kerckhoff  
Mr. Elmer Klenke  
Mr. Floyd E. Lautenschlaeger  
Mr. H. A. Leimer  
Mrs. V. C. McCluer  
Mrs. Frank Mirkay  
Sister Rose Miriam, S.S.N.D.  
Mr. Armond Naeher  
Dr. Charles A. Naylor  
Mr. Clarence B. Palmer  
Mr. R. D. Pennewell  
Dr. James H. Ready

Mr. James L. Reeves  
Mr. Dale Schaufelberger  
Mr. William Schwartz  
Dr. Robert E. Shank  
Dr. J. Earl Smith  
Mr. Russell E. Spaulding  
Mr. Paul Steinlage  
Mr. Walter Stemler  
Mr. Charles Stine  
Mr. Wilbur Trimpe  
Mr. Joe Ben Whetstine

## *Consumer Members*

Mr. Paul M. Bernard  
Mr. Lowell Burns  
Mrs. Helen R. Davies  
Dr. Edward A. Doisy, Jr.  
Dr. C. Howe Eller  
Mrs. Harold H. Feller  
Mr. William A. Gates  
Mrs. Marjorie J. Heuerman

Mr. William Hoff  
Mr. Robert E. Hood  
Miss Gertrude Kable  
Mr. H. A. Leimer  
Mr. Clifton B. Lutrell  
Mr. Truman May  
Mrs. V. C. McCluer  
Mrs. Frank Mirkay

Dr. Charles A. Naylor  
Sister Rose Miriam, S.S.N.D.  
Mr. David R. Page  
Dr. James H. Ready  
Mr. Virgil Sapp  
Dr. Robert E. Shank  
Dr. J. Earl Smith  
Mr. Wilbur R. Trimpe

## *Dealer Members*

A D A Foods, Inc.  
Bailey Farm Dairy  
Berlinger Dairy  
Edwardsville Creamery (Edwardsville)

O'Fallon Quality Dairy (O'Fallon)  
Division of Sanitary Milk  
Producers Association  
Ozark Dairy Farm  
Pevely Dairy Company

Quality Dairy Company  
Sealtest Foods (St. Louis)  
St. Charles Dairy Company (St. Charles)  
Woodlawn Farm Dairy

## *Staff*

Frances G. Young - Educational Director  
Joyce Mick - Nutritionist

Linda Meister - Home Economist  
Ruthann Metzler - Home Economist

Sandra Hunt - Dietitian  
Carol Kingston - Secretary



**DAIRY COUNCIL OF ST. LOUIS**

June 23, 1965

Mrs. Frances G. Young  
Educational Director  
Dairy Council - St. Louis District  
2710 Hampton Avenue  
St. Louis, Missouri 63139

Dear Mrs. Young:

I have received your recent letter informing me of election as President of the St. Louis District Dairy Council. I sincerely appreciate the honor and only hope that I may be of assistance.

Unfortunately, the demands on my time seem to increase with each passing year, or perhaps I do not handle responsibilities as easily. Nevertheless, I am interested in the Dairy Council and will be glad to do my share.

Very sincerely yours,

Robert E. Shank, M. D.



DAIRY COUNCIL—*St. Louis District*  
2710 HAMPTON AVENUE • ST. LOUIS, MISSOURI 63139

EDUCATIONAL DIRECTOR  
FRANCES G. YOUNG

June 21, 1965

Dr. Robert E. Shank  
Washington University School of Medicine  
Department of Preventive Medicine  
Euclid and Kingshighway  
St. Louis, Missouri 63110

Dear Dr. Shank:

The members and the Board of Directors of the St. Louis District Dairy Council elected you as their President at the Annual Meeting, Wednesday, June 16, 1965. I certainly hope that you will accept.

As you know this job will not entail too much responsibility. You will be asked to preside at the Annual Meeting which will be held next spring, and to make any suggestions as to how we can best serve the needs of the community.

We are enclosing a list of the Board of Directors and the officers for the coming year.

Looking forward to you serving as president of the St. Louis District Dairy Council, I remain,

Sincerely yours,

DAIRY COUNCIL - ST. LOUIS DISTRICT

*Frances G. Young*

(Mrs.) Frances G. Young  
Educational Director

FGY/ck

Enclosures



DAIRY COUNCIL - ST. LOUIS DISTRICT

OFFICERS

President: Dr. Robert E. Shank  
Washington University School of Medicine  
Department of Preventive Medicine  
660 So. Euclid  
St. Louis, Missouri 63110

Vice President: Mr. Clarence Palmer  
Old Monroe, Missouri

Mr. John Steiner  
2001 Chestnut Avenue  
St. Louis, Missouri 63103

Mr. Wilbur R. Trimpe  
Supt. of Schools - Madison County  
Edwardsville, Illinois

Treasurer: Mr. Arthur F. Kerckhoff, Sr.  
1001 So. Grand Avenue  
St. Louis, Missouri 63104

Secretary: Mr. Russell E. Spaulding  
2208 Washington Avenue  
St. Louis, Missouri 63103

EXECUTIVE COMMITTEE: Above officers, and:

Mr. James Reeves  
Producers Creamery  
Springfield, Missouri

PRODUCER MEMBERS to the Board of Directors

Mr. Elmer Hermann  
Ste. Genevieve, Missouri

Mr. Elmer Klenke  
New Douglas, Illinois

Mr. Floyd E. Lautenschlaeger  
Mascoutah, Illinois - Rt. 1

Mr. Clarence B. Palmer  
Old Monroe, Missouri

Mr. R. D. Pennewell  
Route # 1  
Palmyra, Missouri

Mr. James Reeves  
Producers Creamery  
P.O. Box 1837 S.S. Station  
Springfield, Missouri

Mr. Walter Stemler  
Route #2  
Waterloo, Illinois

Mr. Russell E. Spaulding  
2208 Washington Avenue  
St. Louis, Missouri 63103

Mr. Dale Schaufelberger  
Greenville, Illinois

Mr. Joe Ben Whetstine  
North Star Road  
Cabool, Missouri

Mr. Charles Stine  
Ozark, Missouri

DEALER MEMBERS to the Board of Directors

Mr. E. C. Adams, Jr.  
Adams Dairy  
5425 Easton Ave.  
St. Louis, Missouri 63112

Mr. Fred L. Berlinger  
Berlinger Dairy  
2023 Cherokee Avenue  
St. Louis, Missouri 63118

Mr. C. I. Bruns  
St. Charles Dairy Company  
Benton Ave. & Clay Street  
St. Charles, Missouri

Mr. Oscar Friedman  
Ozark Dairy Farm  
4455 Chippewa Ave.  
St. Louis, Missouri 63116

Mr. Clyde W. Fruit  
Edwardsville Creamery  
223 W. Park  
Edwardsville, Illinois

Mr. John Gedders  
Woodlawn Farm Dairy  
1200 N. Woodlawn  
Kirkwood, Missouri 63122

Mr. Arthur F. Kerckhoff  
Pevely Dairy  
1001 South Grand Blvd.  
St. Louis, Missouri 63104

Mr. Armond Naehner  
Bailey Farm  
4071 Keokuk Avenue  
St. Louis, Missouri 63116

Mr. William Schwarz  
O'Fallon Quality Dairy  
O'Fallon, Illinois

Mr. John Steiner  
Sealtest Foods  
2001 Chestnut  
St. Louis, Missouri 63103

Mr. Paul Steinlage  
Quality Dairy Company  
4630 W. Florissant Ave.  
St. Louis, Missouri 63115

FOUR-STAR  
ONION SKIN  
SOUTH BETHLEHEM, PA.

CONSUMER MEMBERS to the Board of Directors  
for 1965 or until they are replaced.

Dr. Edw. A. Doisy, Jr.  
Bio-Chemistry Department  
St. Louis University  
1402 South Grand  
St. Louis, Missouri 63104

Mr. L. J. Dierker  
Concordia Publishing House  
3558 S. Jefferson  
St. Louis, Missouri 63118

Dr. C. Howe Eller, Commissioner of Health  
St. Louis County  
801 S. Brentwood  
Clayton, Missouri 63105

Mrs. Harold H. Feller  
5834 Bermuda  
Ferguson, Missouri 63121

Mrs. V. C. McCluer  
1st Vice President  
8 Dist. Mo. Federated Women's Club  
427 Church Street  
Ferguson, Missouri 63135

Mrs. Frank Mirkay,  
Parent & Family Life Education Chairman  
Missouri Congress of P.T.A.'s  
3910 Parker Ave.  
St. Louis, Missouri 63116

Sister Rose Miriam, S.S.N.D.  
Supervisor Catholic Archdiocesan School Office  
4140 Lindell Blvd.  
St. Louis, Missouri 63108

Dr. Charles A. Naylor  
Board of Education of St. Louis  
911 Locust Avenue  
St. Louis, Missouri 63103

Dr. J. H. Ready, Director of Medical Services  
General American Life Insurance Company  
1501 Locust Avenue  
St. Louis, Missouri 63103

Mr. Wilbur Trimpe  
Superintendent of Schools  
Madison County  
Edwardsville, Illinois

Dr. Robert E. Shank  
Washington University School of Medicine  
660 Euclid Avenue at Kingshighway  
St. Louis, Missouri 63110

Dr. J. Earl Smith, Health Commissioner  
City of St. Louis  
Municipal Courts Bldg.  
Room No. 3  
1320 Market Street  
St. Louis, Missouri 63103