



News Release

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"Connecting Cows, Cooperatives, Capitol Hill, and Consumers"

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Animated REAL® Seal Character DairyUS Encourages Holiday Use of Real Dairy Foods

ARLINGTON, VA – 'Tis the season to enjoy real dairy products such as butter, cheese, whipped cream, and eggnog, according to DairyUS, the animated character based on the iconic REAL® Seal logo, who shares that perspective in a [new video](#) that was released today by the National Milk Producers Federation (NMPF).

Visitors to the REAL® Seal website www.realseal.com will be greeted by an animated DairyUS throughout the holiday season. Flying over snowy rooftops in a sleigh pulled by festive dairy cows instead of reindeer, DairyUS and his industrious little elf remind consumers that December is the perfect time to incorporate real dairy products into their holiday recipes.

DairyUS was created earlier this year to help a new generation of consumers distinguish between genuine U.S. dairy products and a growing list of list of imitations. A contest was held in the fall to select his name, with the winner being announced at NMPF's annual meeting in Phoenix last month. In addition to his presence on the REAL® Seal website, he also has made appearances on the [REAL® Seal Facebook page](#) as well.

"DairyUS will help both kids and adults learn about foods made with real dairy products," NMPF's incoming President & CEO Jim Mulhern explained. "The REAL® Seal means a product is a real dairy product, made with milk from cows on U.S. dairy farms and without imported, imitation, or substitute ingredients. That's an important distinction consumers can make when they're browsing the grocery store aisles."

The animated character has already appeared in other short videos this year. He will continue to do so in 2014 to highlight topical and seasonal events, such as holidays and sporting events, providing consumers with easy tips to incorporate more real dairy foods into their everyday meals.

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The National Milk Producers Federation (NMPF), based in Arlington, VA, develops and carries out policies that advance the well-being of dairy producers and the cooperatives they own. The members of NMPF's cooperatives produce the majority of the U.S. milk supply, making NMPF the voice of more than 32,000 dairy producers on Capitol Hill and with government agencies. Visit www.nmpf.org for more information.