



News Release

2101 Wilson Blvd., Suite 400, Arlington, VA 22201
703-243-6111 • www.nmpf.org

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

FOR IMMEDIATE RELEASE
Tuesday, November 12, 2013

Contact: Christopher Galen
(703) 243-6111 ext. 356
Email: CGalen@nmpf.org

And the Real Winner is ... DairyUS!

Name for Animated Dairy REAL® Seal Character Picked in Nationwide Vote

PHOENIX, AZ – After a nationwide vote, a new cartoon character helping to build awareness of the advantages of real dairy foods has a name: DairyUS, the National Milk Producers Federation (NMPF) announced today here at its annual meeting.

The animated character, modeled after the iconic REAL® Seal logo, will help a new generation of consumers distinguish between genuine U.S. dairy products and a growing list of list of imitations. A video announcing the name is on the REAL® Seal [website](#) homepage.



NMPF, which represents cooperatives that produce the majority of the U.S. milk supply, designed the cartoon character after assuming management of the REAL® Seal last year. The new animated icon is part of an effort to revitalize the seal, which was created in the 1970s and is already used on more than 10,000 food products.

NMPF asked the public to suggest names for the character last summer, using the REAL® Seal website and new REAL® Seal [Facebook](#) page. Three finalists were selected from among more than 100 names submitted. An online vote was held from mid-September through Election Day, November 5.

In all, nearly 800 votes were cast. DairyUS, suggested by Kathryn in Clermont, Iowa, received 379 votes. The runner-up, Milkdrop, received 343 votes, while the third finalist, Roscow, received 74 votes. The results of the vote were announced today at the NMPF annual meeting, being held in Phoenix, Arizona.

– more –

NMPF NEWS RELEASE///PAGE TWO

“DairyUS will help both kids and adults learn about foods made with real dairy products,” said NMPF Chief Operating Officer Jim Mulhern. “The REAL[®] Seal not only means a product is a real dairy product, but that it is made with milk from cows on U.S. dairy farms and without imported, imitation or substitute ingredients.”

The cartoon character is just one of a number of innovations NMPF has made to promote the REAL[®] Seal on the internet and through social media. Until recently, for example, the REAL[®] Seal website was targeted mostly to companies interested in using the seal on their products. Today, it is focused on consumers.

NMPF also offered a preview at today’s annual meeting of the REAL[®] Seal buyer’s guide, a web-based search engine that will make it easier for consumers to patronize brands and stores that offer real dairy products. The buyer’s guide website will soon be online.

###

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.