

FOR IMMEDIATE RELEASE

2/3/2012

CONTACT:

Rod Johnson

Industry Relations Manager

402-261-5482

rjohnson@midwestdairy.com



Nebraska Dairy Princess Contestants Sought

LINCOLN, Neb. – Midwest Dairy Association's Nebraska Division is currently seeking applicants for the title of 2012 Nebraska Dairy Princess. The selection of the new princess and runner-up will be held Tuesday, March 13, during the 2012 Nebraska Dairy Convention at Divots Conference Center in Norfolk.

The Nebraska Dairy Princess represents both the dairy producers and the dairy industry through meetings, demonstrations, promotions, presentations, radio and television interviews, passing out trophies and ribbons, school visits and parades.

Candidates must be at least a high school junior and not yet 26 years old, be active or have a parent, guardian or grandparent active within the Nebraska dairy cattle industry, and have never been married. A \$750 scholarship will be provided to the winner and a \$250 scholarship to the alternate. Complete information and the application, which is due by March 2, is available at midwestdairycheckoff.com.

The all-day selection event and coronation begins with a noon lunch on March 13, followed by interviews and contestant presentations in the afternoon. A formal introduction of the candidates and their escorts will begin at 6:30 p.m. with the banquet and coronation to follow.

Additional information may be obtained from Julie Meier, program coordinator, at 308-390-9338 or julie.meier@thrivent.com.

The outgoing Nebraska Dairy Princess is Chandra Mosel, daughter of Randy and Jolene Mosel of Mo-Day Farms, Inc., Neligh. A junior at the University of Nebraska, Lincoln, Mosel is pursuing a degree in hospitality, restaurant and tourism management. She has been a senator and president for

her college dorm in Lincoln, appeared on the Dean's List and is active in the 4-H and Dairy Ambassador programs at the University.

“The dairy industry is a vital part of our world today. Economically, we have just come through one of the toughest times in history. However, we are resilient and need to be looking for solutions that will keep this from happening again,” says Mosel. “I think that we need to continue to promote the health benefits of dairy products and we need to stress the importance of how these products are produced naturally and responsibly.”

The 2012 Nebraska Dairy Convention is free to all Nebraska dairy producers, families and guests. Special room rates are available at the Norfolk Lodge and Suites by calling 1-800-230-4134. Questions about the convention can be directed to Rod Johnson, Nebraska State Dairy Association, at 402-261-5482 or rod@nebraskamilk.org. Attendee and sponsorship registration forms are available at nebraskamilk.org. The deadline to register is March 2.

###

Midwest Dairy Association is a non-profit organization funded by dairy producers to help build sales and demand for dairy products through integrated marketing, nutrition education and research. Midwest Dairy is funded by checkoff dollars from dairy producers in a 10-state region, including Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Illinois, Missouri, Kansas, Arkansas and eastern Oklahoma. For more information, visit www.midwestdairycheckoff.com. Follow us on [Twitter](#) and find us on [Facebook](#) at Midwest Dairy.