

JULY IS NATIONAL ICE CREAM MONTH
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Wow! Has it been hot? Yes, we know it is summer now!

One of my favorite things to do when it's this hot is to enjoy a large bowl or cone of ice cream! Whether it's store bought or homemade, ice cream is a delight to the palate and its creamy texture adds to the pleasure of this cool treat! And this month is a great month to enjoy my favorite treat as we celebrate National Ice Cream Month.

In 1984, President Ronald Reagan designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day. He recognized ice cream as a fun and nutritious food that is enjoyed by a full 90% of the nation's population. In the proclamation, President Reagan called for all people of the United States to observe these events with "appropriate ceremonies and activities."

The International Ice Cream Association (IICA) encourages retailers and consumers to celebrate July as National Ice Cream Month. In 2010, National Ice Cream Day will be Sunday, July 18.

The U.S. ice cream industry generates more than \$21 billion in annual sales and provides jobs for thousands of citizens. About 9% of all the milk produced by U.S. dairy farmers is used to produce ice cream, contributing significantly to the economic well-being of the nation's dairy industry. Plus with all the dairy farmers here in the Lake Oconee area it's a great way to celebrate our freedom and applaud their efforts to produce such great dairy products!