



FOR IMMEDIATE RELEASE  
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## **2012 Butter Cow Takes The Cake**

### *Ohio's Dairy Farmers Salute Columbus' Bicentennial*

(COLUMBUS, Ohio) Tuesday, July 24, 2012 - The 2012 butter display at the Ohio State Fair celebrates Columbus' big bicentennial birthday while showcasing the splendor and tradition of important city landmarks. A giant birthday cake, made from 2,400 sticks of butter, gives new meaning to the phrase "party 'til the cows come home!" The cake is 5 feet wide by 6 feet high. It's topped with the number 200 to help fairgoers remember to wish the city of Columbus a very happy 200th birthday!

The butter display's theme, which is always the best kept secret at the Ohio State Fair, was unveiled today at noon. The 2012 butter masterpiece is unlike any of its predecessors. This cake is complete with embellishments to celebrate Columbus' bicentennial. It has ornate carvings of notable city landmarks including the Ohio Statehouse, the Santa Maria, Brutus Buckeye and several Columbus area bridges. True to its agricultural focus, the cake also features dairy cows to signify the nearly 3,100 dairy farm families in Ohio who are honoring their state capital's 200<sup>th</sup> birthday.

The birthday cake shares the cooler with the life-sized butter cow and calf. Historically, the cow looks the same from year to year. But the 2012 cow is milking this experience for all it's worth. For the first time in butter cow history, she's wearing a party hat. The cow also moooved into the social media world this weekend by taking over the @OHDairyFarmers Twitter handle for the duration of the fair.

On behalf of Ohio's dairy farmers, the American Dairy Association Mideast commissioned a group of three Cincinnati-based technical sculptors engaged primarily in the toy industry. Crafted from approximately 1,900 pounds of butter, donated in part by Dairy Farmers of America, the display was completed in 451 hours, which includes 212 hours of actual sculpting.

The sculptors began by building wooden and steel frames to support the weight of the butter. From 55-pound blocks, the butter is sliced into manageable loaves and is layered to cover the frames. After many hours of molding and smoothing the butter in a 45-degree cooler, each sculpture begins to take shape. Fine details are added last.

Each year, the American Dairy Association Mideast selects an icon or theme to feature in butter that is non-political, non-controversial and reflects optimism and broad audience-appeal. The butter display at the Ohio State Fair attracts more than 500,000 visitors each summer and has reflected positive ideals and cultural trends in Ohio for more than 45 years, with several exhibits gaining national media attention with themes that have universal appeal.

The butter display can be found in the newly updated Dairy Products Building at the Ohio Expo Center, home of the Ohio State Fair. Make sure to say goodbye to the current display cooler, as a brand new one will be arriving for next year's fair! The revamped Dairy Products Building is open daily from 9:00 a.m.

to 10:00 p.m. and offers a variety of Ohio-produced dairy foods including this year's specialty birthday cake flavored ice cream as well as traditional milkshakes, cheese sandwiches and milk..

The butter sculpture display and the Dairy Products Building are sponsored by the American Dairy Association Mideast, Ohio's dairy-farmer funded marketing and promotion program.

MULTIMEDIA AVAILABLE: For broadcast quality b-roll and sound bites and high resolution stills you can access the American Dairy Association's multimedia newsroom here:

All elements are for free/unrestricted use. Courtesy: American Dairy Association Mideast

\*Only one pool camera was allowed in during the sculpting process, so this is the only place you'll find that video!

American Dairy Association Mideast is a farmer-funded organization responsible for increasing demand for dairy products on behalf of dairy farmers in Ohio. For more information, visit [www.drink-milk.com](http://www.drink-milk.com) and [www.ohiodairyfarmers.com](http://www.ohiodairyfarmers.com)

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