

**TDC : the dairy channel : just released! : new video & support pack /  
National Dairy Council.**

**Contributors**

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**THE ULTIMATE EDUCATIONAL TV SHOW!**

**TOP**

**THE DAIRY CHANNEL**

**JUST RELEASED!  
NEW VIDEO & SUPPORT PACK**



**"IDEAL FOR KEY STAGE 2"**

ORDER NOW! THE NATIONAL DAIRY COUNCIL'S EXCITING NEW EDUCATIONAL VIDEO

# THE DAIRY CHANNEL

## THE DAIRY CHANNEL

The National Dairy Council has produced an exciting new video programme providing valuable information about milk for children at key stage 2 of the National Curriculum. The video is accompanied by a comprehensive support pack containing a variety of educational activities.

## THE VIDEO PROGRAMME

The Dairy Channel is a programme with a difference. In fact, it isn't one programme. It's a fast moving scan across various different, yet familiar children's TV formats – stopping long enough to provide a taste of each.

Hosted by **Pat the Cow**, programmes featured include **Past Your Eyes**, the quick-fire quiz show; **The Whey It Is**, an investigative documentary presented by **Kevin Curdle** who is desperate to find the secret to the milk craze that is sweeping the nation; and **Moosic Matters**, a contemporary music programme interviewing the up-and-coming, milk-addicted, image-conscious, all-girl band, **The Herd**.

The programme runs for a total of 13 minutes.

## THE SUPPORT PACK

The support pack contains background notes for teachers and health professionals, as well as activity sheets for pupils providing links to a broad range of the National Curriculum.

## KEY STAGE 2 NATIONAL CURRICULUM LINKS:

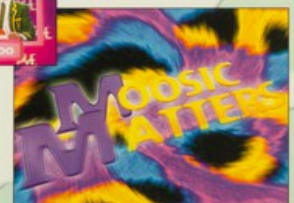
**SCIENCE:** Systematic Enquiry, the Relationship with Science in Everyday Life, the Nature of Scientific Ideas, Communications (units, graphs, charts), Health and Safety. Experimental and Investigative Science via: i. Life Processes and Living Things – dental care, food and nutrition, skeleton, health education, plants, conditions for growth, simple photosynthesis. ii. Materials and their Properties – change, separating mixtures. iii. Physical Processes – magnetism (educational games).

**ENGLISH:** Speaking and Listening, Reading, Writing, parts of speech and sentence construction, asking and answering questions, language development.

**MATHEMATICS:** Using and Applying Mathematics, Number, Shape, Space and Measures, Handling Data.

**TECHNOLOGY:** Designing and Making, Food Technology, links with other subjects.

The Dairy Channel is crammed full of facts, figures and fashion, making it an invaluable teaching resource that teachers and pupils can return to again and again.



15-9-98

YOUR VIDEO PLUS A COMPREHENSIVE SUPPORT PACK FOR ONLY £5.00

# THE ULTIMATE EDUCATIONAL TV SHOW!

## HOW TO ORDER

The Dairy Channel is priced at £5.00, for both the VHS video and support pack, and can be obtained by completing the form below.

Please send me ..... copies of The Dairy Channel (VHS video programme and support pack).

I enclose a cheque (made payable to the 'National Dairy Council') for £

Name .....

Position .....

Address .....

Postcode .....

Telephone .....

Please note that we are unable to invoice orders totalling less than £15.00. Orders over that amount may be invoiced if they are accompanied by an official purchase order.

**Please return to: The National Dairy Council,  
5-7 John Princes Street, London, W1M OAP**



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THE EUROPEAN COMMUNITY

# “IDEAL FOR KEY STAGE 2”

**AN EXCITING NEW VIDEO PROGRAMME!**

**FEATURING...**



**'PAT THE COW'**  
The Dairy Channel Host



**'MOOSIC MATTERS'**  
Contemporary Music Show



**'PAST YOUR EYES'**  
Quick-fire Quiz Show



**'THE WHEY IT IS'**  
Kevin Curdle Investigates

**ORDER  
NOW!**  
ONLY €5.00

**"IDEAL FOR KEY STAGE 2"**