

**Kraft Foods** launched an obesity/brand awareness campaign aimed at Hispanic families. The campaign is a partnership with the National Latino Childrens Institute, and has been launched in six major U.S. cities, reaching areas comprising nearly 40% of the country's 35.3 million Hispanics. By the end of 2004, the program is expected to reach more than 5,000 children and 2,500 families. Hispanics are expected to comprise 20% of the U.S. population by 2021.

Citing shrinking Midwest milk volume, **Associated Milk Producers Inc. (AMPI)** announced the closing of its Glencoe, Minn. plant, effective June 19. AMPI acquired the cheese and whey processing facility through a 1999 merger with the **Glencoe Butter and Produce Association**.

**Land O'Lakes** launched a new pilot school nutrition program in Honduras that will feed 4,500 students in 58 schools. Through the **Dairy Enterprise Initiative**, more than 520,000 rations of milk, corn tortillas and cheese will be distributed to children in six months. The program will track the nutritional impact of increasing dairy product consumption by evaluating students' blood parameters, parasitism, height and weight, academic performance and dental health. The estimated cost for the project is \$130,000, with about \$25,000 coming from the **U.S. Agency for International Development**.

**Dreyer's Grand Ice Cream** – created through the 2003 merger of Dreyer's and the U.S. ice cream unit of **Nestlé** – began work on a \$100 million expansion project that will triple the capacity of its **Bakersfield, Calif.** facility.

**Canada** will impose an import duty on U.S. frozen self-rising pizza. The action follows a complaint from Canadian frozen food maker **McCain Foods**, which alleges that pizza dumping is harming prices and sales of Canadian production.

Reports that **Partalat** was considering keeping its U.S. operations because bids were too low were apparently true. The bankrupt company unveiled a plan that includes the restructuring – but not the sale – of its U.S. units.