



DIRECTORS OF DISTRICT 18 of the American Dairy Association and Dairy Council of New York. (left to right) Standing, Earl Patches and Marc Wagner Seated, Russel E. Cassel, Dis-

trict Director, J. Russell Ober, District Chairman and John Krone, District Secretary. The photograph was taken at the annual meeting held Wednesday afternoon at the Brickerville Fire Hall.

L. F. Photo

● **Adv. Man**

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ADA and DC have set as a goal 85 percent participation by dairymen. "We have a program involving the use of some \$3,000,000 in an advertising, merchandising and educational program using the services of American Dairy Association and Dairy Council that very closely follows the one carried on in the six-market test area by the USDA and ADA. It is based on the same 15 cent per capita that proved so highly successful in increasing fluid sales.

"With the kind of fluid milk promotion plans that have been formulated, we can not only start the trend in fluid sales upward but also make it hard for any kind of a chemical manufactured product to infiltrate our fluid sales. The full plan can be put into effect as soon as we reach our goal of 85 percent participation by dairymen into the program of fluid milk promotion."

Another speaker, Ted Roodhof, Public Relations Director, pointed out that advertising is not the only thing that will keep milk sales at their peak. Quality of product on the farm, at the dealer outlet and in the hands of the retailer is also important. Also legislation especially in pricing is important.

The two directors elected were Earl Patches and Marc Wagner. J. Russell Ober, district chairman, presided at the meeting.

The ostrich has the largest eye of any land vertebrae.

**Merchandising Effort Of Broiler-Fryers Urged By Freeman**

Citing a critical marketing situation that is bringing economic hardship to broiler producers, Secretary of Agriculture Orville L. Freeman this week asked the U. S. food industry to step-up merchandising to move more of "these nutritious and economical" chickens to consumers.

Following a meeting of representatives of the National Broiler Council, with Under Secretary John A. Schmittker, Secretary Freeman wired 50 of the nation's major retailers, food trade associations, and public feeders, urging them to join with the broiler industry and the U. S. Department of Agriculture in a renewed massive effort to sell more broiler-fryers through regular marketing channels in the next few weeks.

Secretary Freeman noted that high production costs and low prices for broilers have plagued the industry throughout most of 1967, and he praised the food industry for its continual merchandising attention. Broiler producers are taking steps to bring output into better balance with demand, but effect of this adjustment won't be felt for several weeks.

The Secretary said that a broad Plentiful Foods special campaign for broiler-fryers, spearheaded by USDA's Consumer and Marketing Service, is already underway. Food trades workers and marketing specialists across the country are enlisting the support of food marketing and allied industry groups and the communications media.

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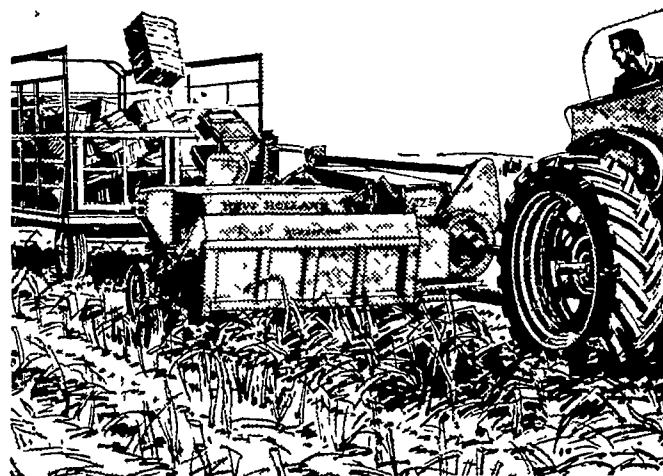
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