

Promotion Dollars Up Dairy Sales, ADA Official Says

"There is no secret formula involved in increasing milk and dairy product sales", said Robert S. Turner, President, American Dairy Association and Dairy Council of New York recently.

"All it takes is money, people and total marketing programs so that we may reach the consumer in the schools, homes and in the market place".

Continuing, he said, "With the necessary funds the tried and proven programs of nutrition education, milk promotion and advertising, nutrition and product research together with food publicity and merchandising have brought about a favorable change in increased milk sales in

areas that had experienced declines in the past.

"All one need do is look at the results obtained in such states as Virginia, North Carolina, Kentucky, Arizona, Oregon, Louisiana, and more recently, California, to name a few, to see visual proof of what diarmen have been able to accomplish cooperatively with an investment of up to 5c per cwt. These states have shown increase in milk sales ranging from 1 per cent to over 6 per cent over the preceding year.

"No longer can a 'vocal minority' deride the effectiveness of an expanded program of milk promotion. It is

an established fact, and has been for several years, that with from 15 to 20 cents per capita spent on milk promotion, sales have increased.

"New York State can join the list of a growing number of states that are providing consumers with a knowledge of a nutritious and well-balanced diet, and also,

at the same time insuring a high standard of dairy farmer income.

"New York State is not unique in referenda action. There are many states which have by referendum taken the initiative to invest in milk promotion. They include: Utah, Tennessee, Idaho, South Dakota, Iowa, Maine,

Vermont, Washington, Oregon and California.

"From all I have been able to ascertain from individual dairy farmers, as well as cooperative officials, support for the referendum is favored by the majority and passage should occur within the next month," concluded Turner.

Bailey Named General Manager Of Pennfield's Broiler Division

A Eugene Bailey has been appointed general manager of the Broiler Division of Pennfield

Corporation, it was announced recently by Robert Graybill, company president

Bailey, former manager of the Grimes Poultry Processing plant in Fredericksburg, will control



A. Eugene Bailey
Pennfield Broiler Manager

the entire broiler operation for the company from the hatchery to processing to consumer sales

A resident of Palmyra, he was born in Iowa Falls, Iowa, and began his career in the food business nearly 40 years ago with Swift & Company in Spencer, Iowa. Before becoming manager of Grimes he was manager of Dressed Poultry for Townsends, Inc., in Millsboro Delaware.

Bailey is an active officer and member in many food-affiliated organizations including serving on the board of directors of the Pennsylvania Poultry Association, president of the Pennsylvania Poultry Processors Association, member of the Broiler Advisory Committee of the United States Department of Agriculture, on the USDA Advisory Committee made up of poultry and meat industry representatives and former chairman of the Processor Committee of The American Institute of American Poultry Industries.

Pennfield Corporation, with corporate headquarters in Lancaster, was formed in March, 1971 with the consolidation of Miller & Bushong of Lancaster and D. E. Horn Co. of York.

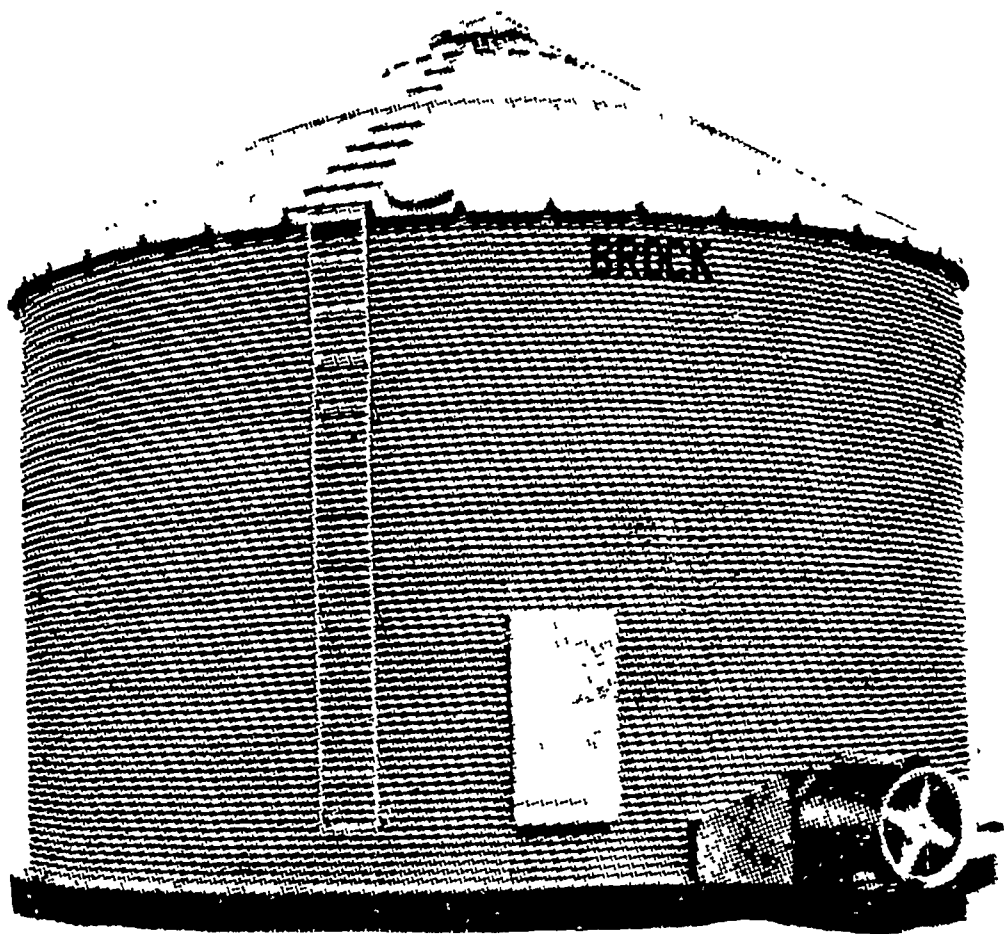
Farm Show Brief

Approximately 2,000 head of beef and dairy cattle, swine, and sheep will be shown at the 1972 Pennsylvania Farm Show. It is the largest such state show in the East.

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Fix-It Tip

Sometimes a storm door will get caught in the wind and bang back and forth until the hinges are sprung and you find yourself with a door you cannot close. Loosen the screws in the hinges until you can get the door closed, then tighten them again. Plan to use another door for a time until you can replace the hinges.