

MILK PROMOTION PAYS OFF

Programs Essential for Milk Marketing

In an inflationary period, people watch their pennies more closely. They change their spending habits, cut out luxury items and cut back on personal and business expenses. Too often the food budget is reduced because it's handy and within reach.

Dairy farmers must be good business men in order to survive in today's competitive society. They know it is essential to maintain a market for their dairy products. As the champion boosters for cows, dairymen must continually remind consumers of the nutritional benefits of milk and dairy products.

To reach consumers, dairymen invest in the national promotional programs of United Dairy Industry Association. Promotion may be defined as creating, strengthening and maintaining a favorable image for and favor-

able attitude toward dairy products in the consumers' minds.

UDIA's "total promotional concept" includes the activities of its family of organizations: American Dairy Association (ADA), National Dairy Council (NDC) and Dairy Research Inc. (DRINC). ADA is the advertising and sales promotion arm of UDIA and also conducts dairy case training programs. NDC directs nutrition education programs to professionals and schools and performs nutrition research projects. DRINC is the product and market development function of UDIA.

In addition, UDIA maintains consumer-oriented public relations programs and conducts market research to provide a foundation for promotion. Local promotion and education are the responsibility of UDIA member or-

ganizations and affiliated Dairy Council units.

Why Promote Dairy Products?

It's especially important to promote milk and dairy products now. In this era of high prices, declining milk production, consumer resistance and the market pressure from imported dairy products, dairymen must maintain market momentum for milk and dairy foods. Even though the sharpest drop in per capita food consumption in 15 years occurred in 1973, consumption of dairy foods was up slightly. This built upon the one-percent per capita increase for milk and dairy products in 1972.

There are many other sound business reasons why more money for milk promotion should be invested in national non-brand campaigns:

- To increase total dairy sales and per capita consumption of dairy products.
- The nutritional and economic benefits of dairy products should be emphasized when food prices have gone up.
- The competition for the consumers' dollar by other beverages and substitute products.
- To keep the consumer informed on the facts of milk production.
- To feature the nutritional and price benefits of dairy products in comparison with other foods.
- To keep the dairy import situation in proper perspective.
- Promotion can't be turned off like a water spigot.

Even though individual cow production is down because of lower quality feeds, and per person consumption of milk is increasing slightly, sufficient milk must be available for the Nation's health. This situation is compounded by fewer cows.

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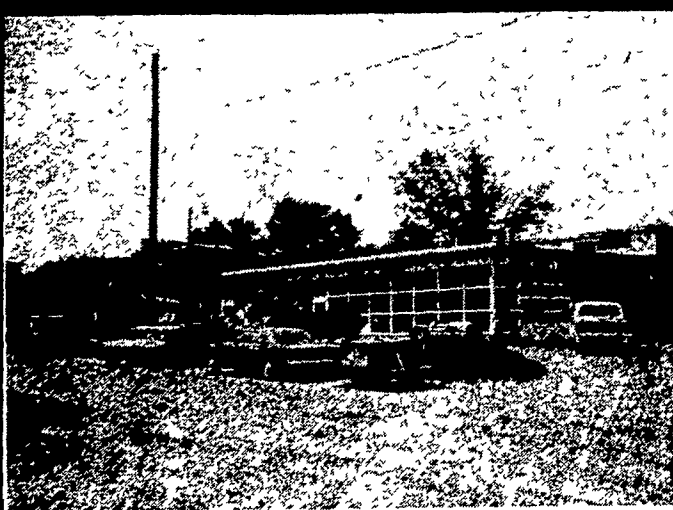


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