

# ADA launches big Spring promotion

ROSEMONT, Ill. - The American Dairy Association (ADA) kicks off 1977 with a big Spring promotion that includes a fourth year repeat of its successful free milk offer and a new "South of the Border" promotion for cheese.

Slated for February and March, the promotion marks two selling "firsts" for ADA - a joint advertising program for milk and cheese and the first spring promotion for cheese.

The new combination sales approach is based on a United Dairy Industry Association (UDIA) market research study which proved that when point-of-purchase materials are installed together, both products sell better.

First ADA repeats its free milk offer in 1977. This year's promotion features a free half-gallon milk refund with proof of purchase from the two pound size of Nestle's Chocolate Flavor Quik and two packages of Sunshine Hydrox cookies. Consumers in areas that don't carry the Sunshine line can still take advantage of the offer by buying any two packages of cookies.

The 1976 free milk promotion developed a potential milk sales increase of 11 1/2 million gallons over the 1975 program. With this growth pattern, the 1977 promotion could be the most successful yet!

Then, ADA goes "South of the Border" in a spring promotion for cheese. There's hardly a Mexican dish that doesn't call for cheese, and many are quick and easy to prepare, which makes them highly appetizing for today's fast-paced lifestyle.

Too, Mexican and Spanish food sales have almost doubled in the past three years, showing the strongest growth of any ethnic food category. Since 1973, dollar sales have gone from \$107.4 million per year to \$210.3 million.

ADA has coordinated advertising efforts and point-of-purchase support for both programs. Milk and cheese will be promoted together on television and radio and through P-O-P kits that incorporate both selling themes. National magazine ads will feature cheese, and "best food day" ads describing the free milk offer will run in newspapers across the country.

ADA will promote the free milk offer with a 600-Line B&W newspaper ad that features a refund coupon and is illustrated with cartoon art from the current "What Makes" pool of animated television milk commercials. The ad is set to run on "best food day" during the weeks of February 7 and 14. Nestle and Sunshine will sponsor a similar ad, also during the week of February 7.

A special ADA 30-second radio spot, "Checkout," highlights the free milk offer and will be broadcast during February and March with ongoing milk commercials. ADA will support the cheese promotion with national magazine ads in addition to radio and television commercials.

The magazine ads picture a "Cheese Ole" sombrero surrounded with simple Mexican foods topped with cheese. Accompanying copy explains it's the cheese that adds flavor and excitement to Mexican cooking.

The two-page, four-color spreads will appear in the March issues of Woman's Day, Family Circle, Redbook and Southern Living and in the April issue of Sunset. Total circulation of the five magazines is over 23,000,000.

"Cheese Ole," a 30-second TV commercial, features a Mexican spokesman who points out, "As every good cook knows, it's the cheese that makes the (south of the border) dish so bueno."

Thirty-second radio spots also carry a Mexican theme and will be broadcast with ADA's regular commercials for milk.

ADA will install point-of-purchase display kits in 19,000 food stores across the country to support the two promotions.

The cartoon characters used in the "What Makes" TV commercials appear on two "Milk Does" mobiles which hang over the dairy display and on six dairy case modules.

The mobiles show appetizing suggestions for snacks and lunches, ideas that go naturally with milk. The modules pick up wording from the TV spots and feature phrases like: "What makes hot dogs doggie? Milk does!"

The free milk offer is described on a dairy case banner, which directs customer attention to pads of refund coupons attached to the price rail strips. P-O-P materials installed by Nestle and Sunshine will also support the promotion.

The P-O-P kits also include a Cheese Ole sombrero mobile. The large die-cut mobile forms the center of a "Go South of the Border with

Cheese Tonight" dairy case display and is featured in ADA's magazine ad.

The festive sombrero mobile hangs over the cheese section and includes five danglers that picture 10 Mexican foods topped with cheese. Three dairy case modules also show Mexican food and cheese serving suggestions.

Lawrey's Foods, Inc. will use the sombrero mobile to extend the promotion by featuring its products which are complimentary to Mexican cooking.

Finally, to encourage consumers to prepare Mexican foods at home, ADA prepared a recipe handout featuring four of the dishes pictures on the sombrero mobile. It will be available at the dairy case on tear-off sheets.

The communications division of UDIA, ADA's parent organization, produced and mailed cheese and Mexican food information kits to the nation's food editors to support the spring campaign.

The kit contained a new Mexican food recipe leaflet called "Sombrero Specials" and an ROP editorial page entitled "Fashion a Fiesta." Some UDIA member units will hold press parties to kick off promotion efforts in their areas.

UDIA's total promotion effort for milk products includes the advertising campaigns of American Dairy Association, the product research and development work of Dairy Research Inc. and the nutrition research and education programs of National Dairy Council.

## Vegetable conference slated

UNIVERSITY PARK, Pa. - The annual Pennsylvania Vegetable Conference, to be held February 6 to 9 at The Pennsylvania State University, will feature topics for vegetable growers, food processors, field representatives of related industries, and county agents.

The event will open February 6 at 7 p.m. with the annual business meeting of the Pennsylvania Vegetable Growers Association, one of the sponsoring groups. This business meeting will be held in the Nittany Lion Inn with all other meetings in the Keller Conference Center. Sponsoring agencies include the College of Agriculture at Penn State and the Pennsylvania Food Processors Association.

Topics the morning of February 7 will stress strawberry varieties, weed control in strawberries,

blueberry production, and farm marketing. The topics the afternoon of February 7 will center around nematode damage to vegetable crops, diseases of sweet corn and their control, an up-to-date report on the Occupational Safety and Health Administration, post-harvest storage of vegetables and small fruits, and a Penn State review of current research on vegetable crops.

The morning program February 8 will include procedures to update pesticide certification, new vegetable varieties, practical methods of reducing costs of greenhouse heating, Pennsylvania pesticide regulations, and deer and other wildlife pests.

The afternoon program February 8 will feature discussions of control of sweet corn ear worm and corn borer, virus problems in vegetable crops, a wee

control panel stressing efficient use of limited herbicides, ways to keep a business in the family, and starting of vegetable plants by the Speedling method.

Topics the morning of February 9 will stress an update on the growing of Speedling plants, transplanting of Speedling seedlings, color sorting in harvesting tomatoes, and tomato diseases and their control.

Afternoon speakers February 9 will deal with Sencor as a promising herbicide for tomatoes, a research review of tomato fertilization, Ethepon for once-over tomato harvest, and rules and regulation for soil erosion and sedimentation control. The annual awards for outstanding tomato production will be presented February 9 at 3 p.m.

## Poultry still increasing

HARRISBURG - Pennsylvania' poultry production continued to increase during the week ending January 8, according to the Pennsylvania Crop Reporting Service.

Placements of broiler chicks were 1,779,000. The placements were 26 per cent above the corresponding week a year earlier, and eight per cent above the previous week.

Average placements during the past ten weeks were 28 per cent above a year ago.

Placements in the 21 key poultry producing states were up slightly. The placements were 62,840,000, two per cent above the previous week and five per cent more than the same week in 1976.

Average placements in the 21 states during the past ten weeks were four percent above a year earlier.

### LOOK FOR



### AT

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- BERKS CO.**  
N. H. FLICKER & SONS INC.  
Maxatawny  
Ph. 215-683-7252
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Bernville  
Ph. 215-488-1500
- MILLER EQUIPMENT**  
Bechtelsville  
Ph. 215-845-2911
- SHARTLESVILLE FARM EQUIPMENT**  
Shartlesville, PA  
215-488-1326  
H. Daniel Wenger, Prop.
- ZIMMERMAN'S FARM SERVICE**  
Bethel  
Ph. 717-933-4114
- BRADFORD CO.**  
CARL L. PIERCE  
RD2  
Columbia Cross Roads, PA  
717-297-3513
- WYNNE'S GARAGE**  
Canton, PA  
717-673-8456
- BUCKS CO.**  
C. J. WONSIDLER BROTHERS  
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Doylestown, PA  
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AG INDUSTRIAL  
EQUIPMENT CO.  
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- STOLTZFUS FARM SERVICE**  
Cochranville, PA  
215-593-5200
- M. S. YEARSLEY & SONS**  
West Chester  
215-696-2990
- COLUMBIA CO.**  
ORANGEVILLE FARM EQUIPMENT  
Orangeville, PA  
Phone 717-683-5311
- WILLIAM F. WELLIVER**  
Jerseytown, Pa  
717-437-2430
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FARM EQUIPMENT  
19 West South St.  
Carlisle PA  
717-249 2239
- DAUPHIN CO.**  
SWEIGARD BROS.  
RD3, Halifax, PA  
Ph. 717-896-3414
- FRANKLIN CO.**  
CHAMBERSBURG FARM SERVICE, INC.  
975 S Main St.  
Chambersburg PA  
717 264 3533
- MEYERS IMPLEMENTS, INC.**  
Greencastle, PA  
717-597-2176
- HARFORD CO.**  
ROBINSON BROTHERS  
Cardiff, Md  
Ph. 717-456-5215
- LEBANON CO.**  
A. C. HEISEY FARM EQUIPT. INC.  
RD1, Jonestown  
Ph. 717-865-4526
- UMBERGERS MILL**  
RD4 Lebanon (Fontana)  
Ph. 717-867 5161
- LANCASTER CO.**  
ROY H. BUCH, INC.  
Ephrata RD2  
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- LANDIS BROS. INC.**  
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- LONGENECKER FARM SUPPLY**  
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215-258-7146
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MECKLEY'S LIMESTONE  
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- SCHUYLKILL CO.**  
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New Ringgold  
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- STANLEY'S FARM SERVICE**  
RD, Klingertown  
Ph. 717-648-2088
- SNYDER CO.**  
ROYER'S FARM SERVICE  
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New Berlin - Middleburg Hwy  
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- TIOGA CO.**  
CANYON IMPLEMENT, INC.  
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- WAYNE CO.**  
MARSHALL MACHINERY  
Honesdale, PA  
717 729 7117
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ACE-JURISTA, INC.  
Tunkhannock PA  
Ph. 717-836-2610
- YORK CO.**  
AIRVILLE FARM SERVICE  
Airville, PA  
717-862-3358
- ANDERSON BROTHERS**  
New Park, PA  
717-382-4272
- GEORGE N. GROSS, INC.**  
RD2, Dover, PA  
717-292-1673