

IMPCO's Gartley is a believer

By DIETER KRIEG
LANCASTER - Anyone who has ever met Boyd Gartley, Inter-State Milk Producers' director of member and public relations, knows that he is a believer. A man with a deep-rooted faith in God, the milk cooperative official has won the respect of thousands of dairymen.

But Gartley believes in more than the Almighty.

Anyone who has ever heard Gartley give a talk, knows that he is a believer in promotion and advertising. Specifically, milk promotion and advertising. Gartley does more than just talk. He performs, putting his every talent on the line to convince his audience that pennies for promotion is a good idea.

After a recent appearance here for the Lancaster County Dairy Day activities, one individual was heard to say that "you can't go to sleep when Gartley is up there." Another observed that Gartley does not shy away from making himself look a little silly, for the sake of impressing the audience with the point he has to make. Apparently, the method works.

Sporting a buckskin suit, a guitar and antique flask filled with powdered milk (his wife won't let him use the fluid kind on account of the mess it could cause) Gartley packs a powerful and fast moving message. He won't stand behind a lectern for 20 minutes. Instead, he uses the entire stage, capturing the crowd's

attention with words and actions. He's sometimes before the crowd wearing his raccoon cap, and more often than not, he'll strum up a tune or two on his guitar.

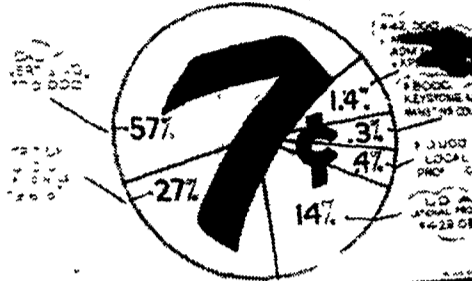
Meanwhile, the audience listens with attention and appreciation. It's humorous entertainment with a serious message.

Gartley's usual message at events such as Dairy Day is that advertising pays, and if dairymen expect to hold their share of the beverage market, they had better jump on the bandwagon. To Gartley, a dairyman who isn't contributing to the ad and promo cause is in the same boat as the fellow who's on welfare and yet able to work.

For every dollar spent for advertising, university research shows that there's a return of \$3.38, Gartley pointed out. He's convinced it pays to deduct seven cents per hundredweight from members' milk checks. Federal Order 4 late last year adopted a \$3 million dollar advertising and promotion budget which is being put to work now. That budget is up 27 per cent from what it had been in 1976, and is expected to generate an extra \$800,000 to \$900,000 annually, according to figures released by the dairy industry.

Although dairymen voted last Fall to have their milk assessed an extra two cents per hundredweight for advertising and promotion, their increased efforts aren't keeping up with the rate

PROPOSED \$3 MILLION BUDGET



Inter-State Milk Producers' Boyd Gartley packs a powerful tune about the need to advertise and promote milk. Here he's pointing out how the dollars are spent. If you're wondering how to collect 338 per cent interest (sign at right) that's the return farmers can reap through each advertising



dollar, a study shows. Gartley believes that dairymen who choose not to support advertising are hitching a free ride similar to those who collect welfare checks even though they're perfectly capable of earning their own way.

hikes recorded in advertising markets. According to Gartley, ad rates have been going up so fast that the milk industry isn't even in the ball park anymore. Prime time TV advertising, for example, is no longer feasible. Instead, localized efforts are being intensified and a campaign has been underway in recent weeks to have the public take a coffee break with milk - "the beautiful switch."

Gartley pointed out that the nation's dairy farmers have an advertising budget of \$36,600,000, which interprets into 0.4 per cent of sales. By comparison, General Foods spends \$189 million on advertising, or seven per cent of sales. Kellogg spends 4.9 per cent of its sales revenues on advertising, while McDonald's and Pepsi-Cola each earmark three per cent of their incomes for that purpose.

The seven cents per hundredweight currently taken out of dairy farmers' milk receipts break down as

follows: 57 per cent for local advertising; 27 per cent for nutrition education (Dairy Councils); 14 per cent for UDIA national programs; 0.4 per cent for local promotions; 0.3 per cent for

the Keystone Milk Marketing Council; and 1.4 per cent for administrative costs.

The Keystone Milk Marketing Council, (KMMC) is an independent organization representing farmer organizations and milk cooperatives as well as independent producers and others interested in Pennsylvania maintaining a viable milk industry.

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