

# Dairy industry unified by UDIA

ROSEMONT, Ill. - Dairying in America dates back to 1611, when the first cows arrived in Jamestown, Virginia. More than 300 years passed before organizations were formed to protect and broaden the market for dairy products. But it wasn't until July 1971 that producers took the first major step toward building a truly unified industry by forming the United Dairy Industry Association (UDIA).

Dedicated to increasing the sales of U.S. dairy products, UDIA coordinates a total promotion program which includes the advertising and sales promotion campaigns of American Dairy Association (ADA), product and process R&D projects of Dairy Research Inc. (DRINC) and nutrition research and education work of National

Dairy Council (NAD). At the same time, UDIA's communications, marketing and economic research, and program planning and support divisions extend the efforts of these organizations by working toward common goals and objectives.

The national programs of ADA, DRINC and NDC are implemented at the local level by UDIA member and affiliated units throughout the county.

American Dairy Association ADA's advertising and sales promotion campaigns use input from all UDIA divisions and operating organizations, such as survey data from marketing and economic research, and from nutrition research. Advertising programs using TV, radio, outdoor billboards, newspapers and other publications follow basic themes developed to meet UDIA long and short-range goals. Point-of-purchase (P-O-P) promotional materials support these goals at store-level.

strengthened by its dairy department management workshop program in which nationwide day-long workshops, conducted by twoman ADA dairy marketing consultant teams, annually show thousands of food chain executives and retail food store personnel how to reap optimum sales and profit returns from their dairy cases.

Dairy Research Inc. In 1976, Drinc received Internal Revenus Service (IRS) permission to establish Dairy Research Foundation, an independent, non-profit private research organization. The knowledge and improved methods gained from Foundation-supported projects is invaluable to the entire dairy industry.

DRINC is also involved in product development projects with cooperatives and commercial companies to encourage them to use

dairy rather than vegetable ingredients in their development of new products. Since being incorporated in 1969, it has supported 42 product development projects, 17 of which have reached the test market stage with 48 separate products. Of these, 19 have succeeded and are on the market today. One is Pillsbury's Figurines, a calorie control meal replacement bar rated the number one product of its kind in the country.

DRINC's process development work is also important. A process savings of one dollar at, or prior to, the manufacturing stage is the equivalent of at least two dollars in added sales. So a new process development can add substantially to farmer processor income.

National Dairy Council NDC is the country's oldest food industry-supported organization devoted solely to nutrition research and education. One of its primary functions in UDIA's total promotion program is to make people aware of the nutritional value of dairy foods.

It does this by working directly with teachers, physicians, dentists, dietitians, government officials, scientists and representatives of the mass media who influence consumer eating habits.

### UDIA Divisions

Marketing and economic research is involved in all aspects of ADA and DRINC programs, and in some NDC and communications division programming. It gathers the business information needed by UDIA and its organizations to help determine product priorities and appropriate markets and audiences.

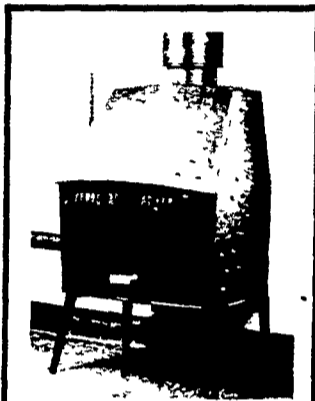
Communications carries through ongoing food trade publicity and consumer communications programs for major promotional periods and assigned priority products. It also "tailors" special publicity campaigns for the dairy and grocer industries.

Program support and affiliated unit services are the field service sections of UDIA. They maintain close liaison with member extension programs. Affiliated unit services also coordinate

business and program operations between NDC and its affiliated Dairy Council units.

Through UDIA and its operating organizations and

divisions, America's dairy industry is able to adapt to changing times. This proud U.S. industry produces dairy products in greater quantity, and at less cost, than in most other parts of the world.



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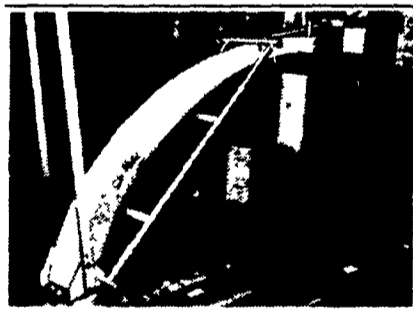
of Green Dragon.

## The PROVEN Fickes

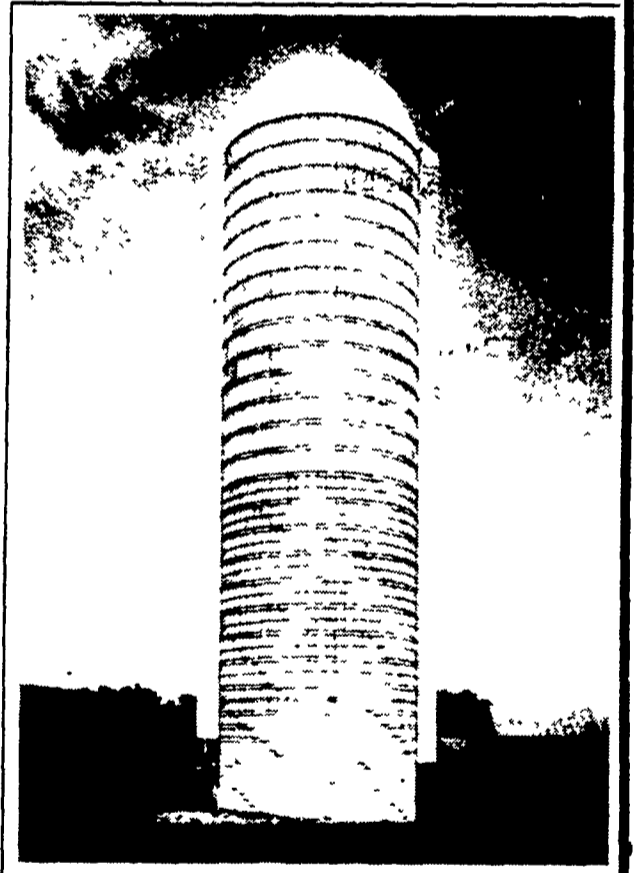
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Master-Matic is the proven automatic silage handling system first introduced in the eastern United States by Fickes over a year ago. There's no longer any need to enter the silo. Once filled, the silo can be unloaded from top to bottom—automatically. The Silo-Matic Continuous-door Unloader moves down the continuous doors to unload haylage, corn silage or high moisture corn. It operates effectively, efficiently and without mechanical problems.

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  - CLEAN ENTRY CHUTE**—Continuous door chute used for unloading. Second chute doors remain in place always clean



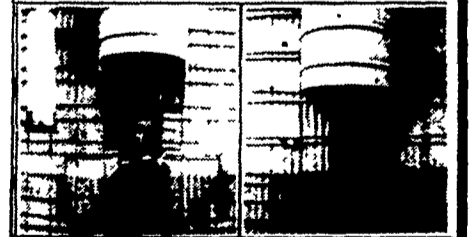
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**Clean Chute**—This photograph shows the clean chute side of the Fickes silo. This system provides clean entry to the silo at all times. Doors are "refrigerator 6" Fickes Straight-hung doors.

**Unloading Chute**—The continuous door unloader chute shown here with continuous door covers in closed position for loading silo.

**CONTINUOUS DOORS**—The Fickes Continuous Door can be placed at almost any location desired in the circumference of the silo. They require no special rails or spreaders. The small doors (8" wide x 15" long) are wedged tightly against a 1/2" steel jamb. The silo is loaded with doors in place.



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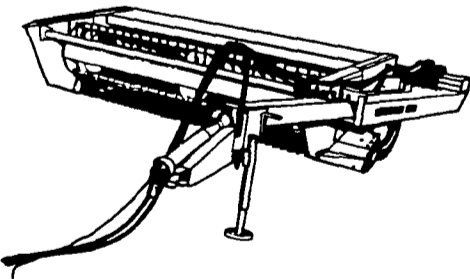
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