

Advertising dollars explained at co-op meeting

By SALLY BAIR
Staff Correspondent
MOUNT JOY - Members

of Interstate Milk Producers
Cooperative District 7 met
Thursday for their annual

meeting at Hostetters Dining
Service in Mount Joy. The
dairymen learned how their
federal order advertising

money is being spent and
elected officers and
delegates for the three locals
who make up the District.

Featured speaker Richard
Norton, manager of the
Advertising and Promotion
Agency for the Middle

Atlantic Milk Marketing
Area, said the agency is
working to expand the
market for dairy products

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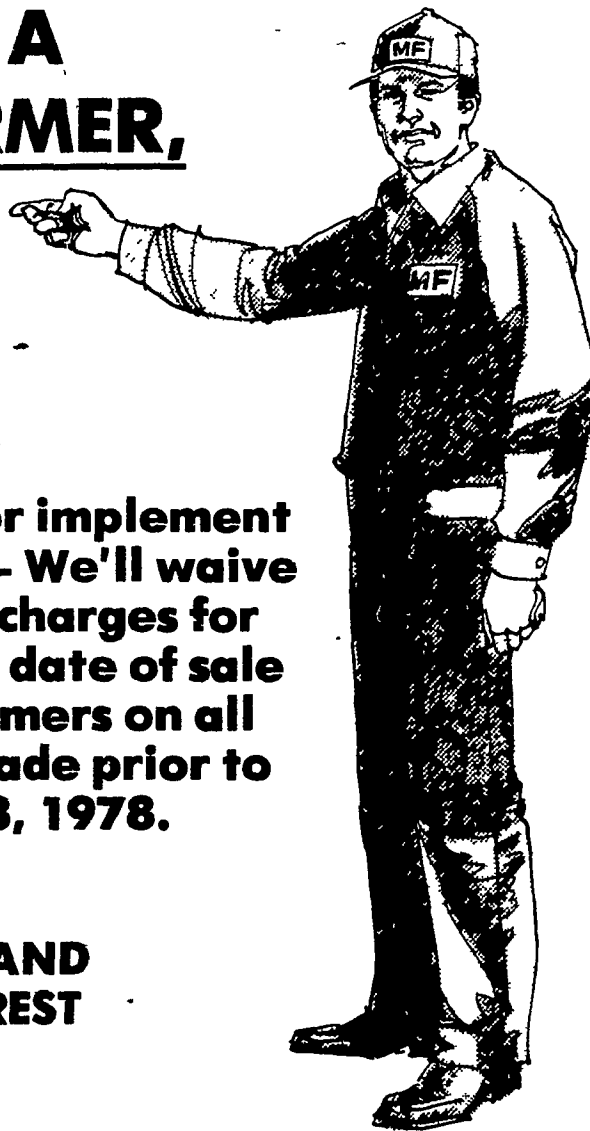
Officers of Interstate Milk Producers' District 7:
front row (left to right): Nelson E. Martin,
secretary-treasurer, Lititz Local; James F.
Brubaker, vice-president, Donegal Local; Daniel S.
Stoltzfus, president, Donegal Local; Howard Kopp,
secretary-treasurer, Lebanon County Local.

Second row (left to right): Earl N. Landis,
secretary-treasurer, Donegal Local; Noah Kreider,
Jr., vice-president, Lititz Local; Donald G. Hoffer,
president, Lebanon County Local; John H. Hart-
man, vice-president, Lebanon County Local.

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which will in turn increase
the return to dairymen.

The advertising and
promotion budget in 1978 will
be \$3.2 million, with one half
of this budget being used for
what Norton called "hard-
core advertising." There is a
total of 19 million people in
this area to sell milk to,
amounting to 17 cents per
capita for advertising and
promotion. "We need to be
extremely efficient," Norton
said.

Norton discussed the
dietary goals which have
been set by the Senate Select
Committee on Nutrition and
Human Needs and ex-
pressed concern that four
of the seven stated goals for
the country will affect the
dairy farmer. One goal
states: "substitute non-fat
milk for whole milk." Norton
said that in many schools,
where USDA pays for 90 per
cent of the lunch, two per

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