

# Restaurants boosting sales with dairy products

ROSEMONT, Ill. - "The foodservice industry can boost sales by promoting dairy products," stated Alden Grimes, executive vice president, American Dairy Association (ADA), speaking to the Milk Industry Foundation at the Food and Dairy Expo '78 in California recently.

According to Grimes, only 20 per cent of the dairy farmer's milk money comes from foodservice. "Build the foodservice market for dairy products," emphasizes Grimes, "and you boost sales."

Major outlets like Red Lobster and McDonald's

have increased sales using dairy products. When Red Lobster customers demanded butter, 21 outlets featured butter in table service. To date, more than 250,000 pounds of butter have been used in a test survey.

McDonald's uses 70 million pounds of cheese on its hamburgers and fish sandwiches each year, Grimes said. And its soft serve sundaes, in three flavors, strawberry, hot fudge and hot caramel topping off a dairy dish, now account for seven per cent of their total sales. That means an additional \$210 million in annual sales.

"More than a half-billion sundaes at 50 cents each were sold within 18 months of introducing the tasty soft-serve dessert," he added.

Grimes pointed out that Sara Lee is developing foodservice products, Pillsbury is acquiring foodservice outlets and Kraft is becoming one of the nation's largest full-line foodservice distributors. "Foodservice is big business. Sales reached \$93 billion in 1977 and should top \$102 billion this year," he said.

"Away from home shouldn't mean away from milk, but we're getting less

than half the sales we should in comparison with per capita consumption at home."

Grimes pointed out that the foodservice industry should capitalize on the profit potential of dairy products:

- The quality and nutritional image of dairy products can be used on the menu to enhance the outlet's image and its mark-up.

- Consumers perceive "eating out as fun," so counting calories doesn't count.

- The consumer acceptance of dairy products in the home can be promoted

with simple sales reminders that will boost sales and profits at foodservice outlets.

"The dairy industry must compete for its share of foodservice sales," Grimes

cautioned. "Foodservice consumers must be reminded to order milk with meals. ADA promotional materials are available to foodservice accounts through servicing dairies.

## New NCEN booklet available

ARLINGTON, Va. - A new edition of "Eggs - Your Diet and Your Health", a booklet prepared by the National Commission on Egg Nutrition, is off the press and available, it was announced by Hendrik Wentink, NCEN chairman. A large press run will enable NCEN to make single copies available without charge to interested parties. State promotion groups, poultry organizations and individual producers may order the booklets in quantity, the NCEN chairman announced, with a discount structure based on the size of the order.

"Eggs - Your Diet and Your Health" explains in simple lay terms what cholesterol is as well as the difference between dietary and serum cholesterol. It details some of the history of cholesterol and the diet-heart hypothesis and explains NCEN's views of current scientific opinion.

The booklet is fully referenced with footnotes citing medical journals as well as some little-known comments on "Dietary Goals" of the Senate Select Committee. It discusses the different lipoproteins, the subject of much recent media attention, and includes tables on both US RDAs in relation to the nutrient content of eggs and on the nutritive value of eggs.

Single copies of the booklet are available from NCEN, 1815 N. Lynn Street, Suite 801, Arlington, Va. 22209. The discount structure for companies and organizations wishing to undertake their own distribution is: 2-100 copies, 25 cents each; 101-500, 22 cents; 501-2500, 18 cents; and 2501 and over, 15 cents each. Organizations ordering in quantity will be able to imprint a company or organization name.

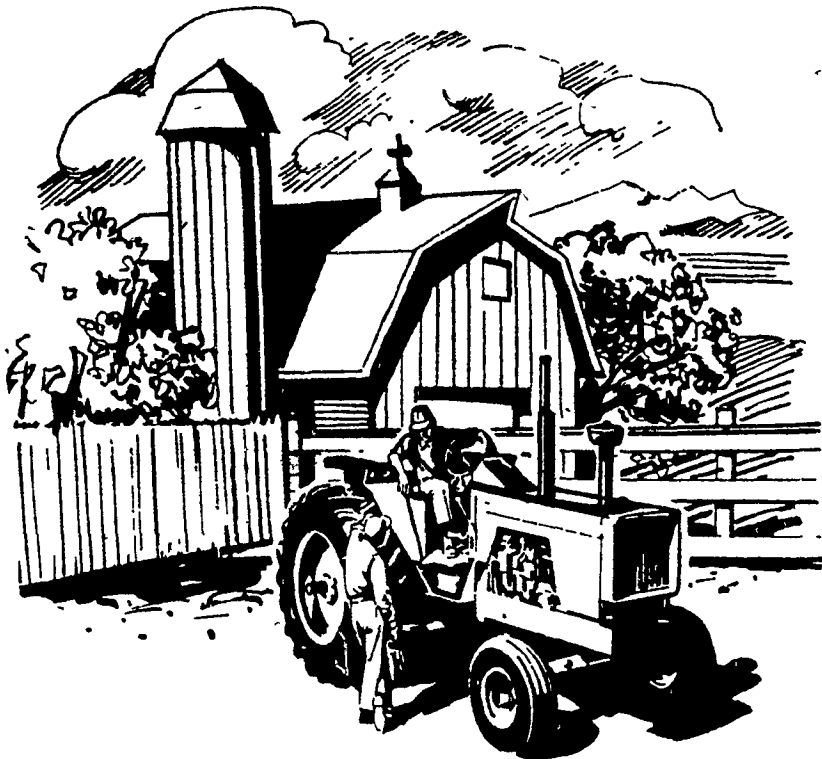
## Road erosion cited

LEBANON - Roads and lanes can be serious erosion problems according to Karl Hellerick, of the Soil Conservation Service. Farmers, and other rural landusers using these access roads and lanes often cause ruts, and destroy the road drainage system. Hellerick recommends that landusers check these driveways and restore the cross ditches to divert the runoff water into the adjoining areas.

Streets in new subdivisions should have the road sub-base installed to prevent a serious sediment problem over the winter.

Good road maintenance can reduce repair bills for hauled in stone and grading equipment. A little shoveling to restore these cross ditches can be a nice Christmas present to yourself concluded Hellerick.

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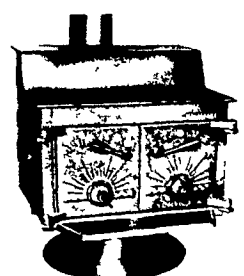
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