

Dairy marketing

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good nutrition and dairy products."

At the request of milk marketers, "The Pleasin Season" a promotional effort for when schools are closed, has been formed.

This campaign will be initiated if the funds are available. It is oriented towards "kids and mom". Because the kids are home from school, it suggests that this is a good time to pick up extra milk. Consumers are encouraged to pick up butter for baking. "Perhaps the largest sales of butter for baking" is bought at this time Norton said. In Maryland, in a trail promotion period with this campaign, sales went up "12 per cent in egg nog and whipping cream with this promotion" Norton explained.

"We are here to sell dairy products, not just milk, but the full spectrum of dairy products" Norton emphasized as he outlined various branches in dairy product advertising.

Dairy Research In-

corporated, or drinc, does a major share of industry product research. It is responsible for the development of new products and the processing of these new products.

Represented by three drops of milk is the United Dairy Industry. UDI, Norton explained, is responsible for the coordination and administration of drinc and UDA. There is an 18 member board composed of dairy farmers and, depending on the funding, these representatives meet four times a year to review the total promotion plan.

"The Dairy Council has highly complex program plans" Norton said. And, they will continue with the basic food groups in perhaps a soft sell way of getting nutrition through the school". But, Norton added, it is an education with the basics and also 51 per cent of the milk sold is for children.

In the area of food service Norton explained that as food service grows, milk share of the sales is inverse to the sales of food itself."

Dairy products are out

promoted by name brand sodas. Because of this, food service tends to think of milk as a "low profit syndrome". "We have developed the syndrome that when we sit down, our cup is automatically filled with coffee" Norton stated.

But why not have the waitress ask "would you like milk?"

"We feel we can position milk between the sizzle and the steak by adding flavoring" Norton said. The "Magic Cow" product, flavored milk between white milk and a milk shake, does just that.

Norton also detailed the dairy department manager's training program. "This program trains people who are running your grocery stores dairy department". The program emphasizes fully stocked, verticles displays, proper temperatures, lighting and storage. Norton added that a lot more training is still necessary. Many cases were designed for sales 30 years ago he stated. "The open door refrigeration is an expensive use of energy." Norton added that it was an "in-

tolerable situation when milk isn't handled properly".

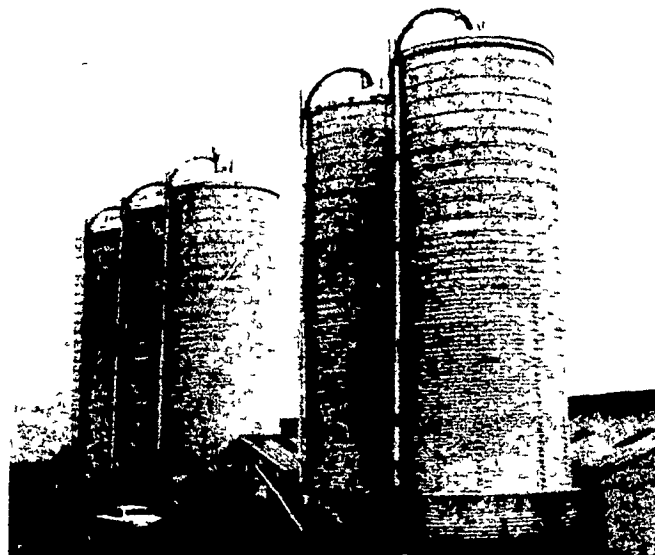
The set of goals for this seminar include increasing grocery store sales from 10 to 30 per cent. "In the most recent seminar, A & P had an increase of sales 12 per cent across the board" by initiating techniques taught in the program.

"Today, lifestyles are changing." The influence mothers give their children to drink milk is "rapidly disappearing". In the home "family meals are becoming a thing of the past". The

beverage competition is growing and milk drinking patterns are changing. These are some of the reasons why the industry has chosen a target audience between the age of six and 34 or "the soft drink chooser".

The dairy industry's promotional arms will promote milk as the "beverage of choice for contemporary people". It is a drink that can be enjoyed in an active, fun situation. The programs will emphasize milk can be chosen

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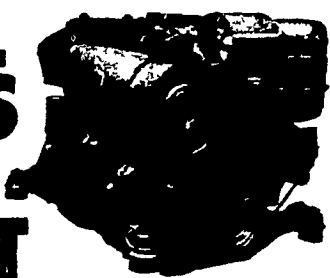
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