

Lehigh profits up

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at consumers in Philadelphia and the Delaware Valley, northern New Jersey, Lebanon Valley and the Wyoming Valley.

Along with the new program will come a new look in the coop's packages. Gone will be the familiar orange and purple "LeHi" logo. In its place will be a green and orange sunrise scene and a new logo "Lehigh Valley Farms".

The new look, Barry said, was designed to be warmer, more appealing and less slick than the old.

Lehigh ads will run in newspapers, TV and, in some markets radio, Barry said. "We are making a sizable commitment to advertising," Barry said. "But it will absolutely, without question, help profits. We must remember that we're not really in the dairy business, we're in the

food business. And like other successful food companies, we must let consumers know why they should buy our products."

In planning their advertising strategy, Barry and other coop officials had hoped one source of funds would be the checkoff money now paid by Lehigh members into the Federal Order 4 marketing program. The checkoff amounts to 7-cents on every hundredweight shipped by any dairyman. It will soon increase to 12-cents.

The funds are deducted and paid automatically into the Order 4 program. However, those funds could be diverted into the Lehigh program, Barry pointed out, for any member who requests it.

Those requests must be addressed to the Order 4 administrator. So far, about one in four Lehigh members

have diverted their checkoff dollars from Order 4 to the coop advertising campaign. Barry had been hoping half the members would request the switch. If all 700 member switched, it would mean the advertising pot would be sweetened by some \$20,000 monthly.

Barry said the Order 4 advertising effort is aimed at boosting milk consumption. "All we want to do is to continue to tell people to drink milk. But we want to tell them to drink Lehigh milk."

With the coop now on a sound financial footing, Barry said at a press conference after the formal meeting, Lehigh leadership

can begin working on other problems. Membership, for example.

"We have a cheese plant that's running at only 70-percent capacity," he said. "If we had more members we could run closer to full capacity. To keep this entire operation going efficiently, we need the milk from 1,200 farmers. Right now we have 700 members, but we're launching a membership drive to get more."

Barry also expressed concern about what he feels is a wasteful competition between cooperatives, and urged that coops work more closely together for the benefit of both farmers and consumers.

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