

Better milk products, promotion highlighted at Inter-State 26

BY RUTH ANN BENEDICT
Staff Correspondent

KAUFFMAN STATION — Cold temperatures mixed with rain and snow didn't keep some 186 Franklin County dairy farmers and their families away from the Annual Dinner Meeting of the Chambersburg Local of District 26, Inter-State Milk Producers' Cooperative.

The annual dinner meeting was held last Thursday at the Kauffman Station Ruritan Building.

Alfred B. Burkholder, president of District 26, called the meeting to order while Philip Wagner, county agent and dairy specialist, served as the master of ceremonies.

V. Myers Metcalfe, director of District 26, presented John C. Negley of Newburg a plaque, pin and certificate for his 25-year membership with Inter-State Milk Producers' Cooperative.

Richard K. Norton, manager of Middle Atlantic Advertising and Promotion Agency was guest speaker for the event.

Norton focused on where and how advertising money is used and discussed several of the concerns that

advertising and promotion agency's deal with today.

Speaking on the milk advertising program Norton stated, "We are trying to expand peoples' perception of milk."

"We want milk to be a fun choice of drink for the contemporary people — the new people."

"We at Middle Atlantic Advertising make milk more dominant."

A promotional campaign called the "Dairy Touch" was introduced by Norton.

This campaign will emphasize the use of dairy products in setting off a meal, dessert, or snack.

Norton stated milk promotional agency's are constantly developing new campaign slogans for public use.

The new slogan for the 80's will be: Milk ... The Soft Soft Drink.

Norton feels strongly that this slogan and the upcoming campaign for the 80's will take hold and work well for the dairy farmers' product.

Another campaign entitled "Milk: The One for Calcium" was discussed.

Norton said he hopes this campaign will help people realize how important

calcium is for both the young and old.

New combinations of dairy products are being developed Norton said. These new combinations are being test marketed through dairy princess programs, at malls, and in other public places.

"To introduce milk back into the right place, we have created milk kits which can be sold in stores and in food restaurant facilities," said Norton.

Some of the fast food chains across the nation will be promoting and featuring milk on their menus, thus helping the advertising and promotion agencies' cause.

Problems Norton addressed in the advertising field dealt with energy conservation and the store handling of milk.

"Open dairy cases are the biggest energy wasters," said Norton.

"We should close these cases although the easy accessibility of picking up milk will lessen with the enclosing of dairy cases."

Norton also said the handling of milk at the consumer stores could be greatly improved.

Many stores stack their milk cartons too high and cover milk case cooling systems, thus milk sometimes sits at temperatures as high as 65°F.

Another problem is that milk is setting for too long once it has been delivered to the store before it is put into

the dairy case.

Many consumer stores do handle milk quickly and efficiently and the milk image is greatly enhanced, but we still must address the problem stores and try to improve them.

Alvin E. Meyers, who with his wife, participated in the Ninth Annual Young Cooperator Program during Inter-State's Annual Meeting held in Lancaster last November gave a report on the event.

The Meyers were one of 18 couples participating in the program.

Harold L. Crider also gave an Inter-State Annual Meeting report. Both Crider and Meyers said they felt the annual meeting sessions were both educational and worthwhile. They urged others to attend if possible.

V. Myers Metcalfe, director of District 26, gave a director's report informing members of the happenings and concerns of the Cooperative in the coming year.

The last report given was by C. Wayne Pittman, fieldman for the Inter-State Milk Producers' Cooperative.

Pittman informed dairymen of the new ordinance effective July 1, 1980, which will require Inter-State Milk Producers' to have their water supplies tested yearly.

Contamination of water supplies is still a problem among some dairymen due



John C. Negley, right, of Newburg, was presented a 25-year member award by V. Myers Metcalfe, director of District #26, Inter-State Milk Producers' Cooperative, recently at the Chambersburg Local of District #26 annual dinner meeting.



Richard K. Norton, standing, manager of the Middle Atlantic Advertising and Promotion Agency, addressed a group of Chambersburg Local of District #26, Inter-State Milk Producers' Cooperative recently at their annual dinner meeting.

to sewer systems and rock blasting said Pittman.

He stated that water supply seams are being broken and chloroform can

build up.

Pittman closed the evening dinner meeting by giving away door prizes to those attending.

Letters To The Editor

Dear Editor:

I wanted to take a moment to express some concern.

Although I faithfully read your paper every week, there's been one part missing for some time. That is the Chester County DHIA. I always look for it since that is my home county. I hope it isn't permanently dropped.

I realize it would only appear about once a month, but it has been missed the last time.

Thank you for your consideration.

Diane W. Neyhard

R2 Milton

Editor's Note: Due to technical problems at the Chester County Extension Office, the DHIA's have not been available. Lancaster Farming, as always, will continue to provide DHIA listings for Chester County. County Agent Bob Powers tells us the February report should be available for publication on its usual schedule. We'll run the previous reports as soon as they are available.

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