

Mid-Atlantic marketing agency director Dick Norton, right, trades milk promotional ideas with Sharon Olson, food service specialist from

the United Dairy Industry Association, during the June dairy month kickoff.

## “Will the REAL dairy product please stand out?”

BY JOYCE BUPP  
Staff Correspondent  
CAMP HILL — Fifty-three million shoppers can't be wrong. Or can they?

In a 1980 national marketing survey conducted by The Nowland Organization, Inc., an independent research firm, 93 percent of consumers responding told researchers they wanted authentic and imitation dairy foods differentiated in a clear and simple way.

And that's what the American Dairy Association's REAL seal program is all about.

The REAL seal, a stylized milk drop of white outlined in brilliant red-orange, is a registered trademark of the United Dairy Industry Association. Originating in the "COW" milk marketing area of California, Oregon and Washington, the logo is the dairy industry's own "Good Housekeeping Seal of Approval and can only be used on foods containing real dairy ingredients.

"It pays to reveal it's real," is the catch phrase adopted for the REAL seal campaign being waged by ADA and its regional affiliates across the nation.

In Pennsylvania and several surrounding states, the promotional campaign to educate both consumers and producers on

the REAL identification is headed by the Middle Atlantic Advertising and Promotional Agency, with main offices in Towson, Maryland.

The agency, headed up by Dick Norton, briefed industry and media representatives on the REAL promotion during a June dairy month luncheon last week.

The Nowland firm's research indicated widespread confusion among supermarket shoppers on which foods were simulated and which were genuine dairy products.

Over a third of those surveyed believed that powdered milk is an imitation product.

Almost a quarter of the respondents thought that a leading brand of processed cheese is a simulated product, and 14 percent assumed that all processed cheeses were imitations.

Industry specialists believe the REAL logo will provide a "real" consumer service, enabling instant recognition of genuine dairy products. Products meeting federal dairy standards can include the logo on their product labeling by signing a Certified User Agreement. Such users earn the advantage of association with the high-quality standards required by dairy regulations and

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