

Pa. Holstein Assn. launches milk promotion

BY JOYCE BUPP
Staff Correspondent

STATE COLLEGE — June Dairy Month restaurant promotions and supermarket samplings of dairy specialty products head the list of Pennsylvania Holstein Association's dairy promotion efforts now in planning.

State Holstein members wrapped up their February convention in Erie with a mandate to focus the efforts of the organization on dairy promotion. Goal of the long-range promotion project is to involve each of the 49 county Holstein clubs, and ideally, each of the over 6,000 member families, to become involved in dairy promotion at state, county, and personal levels.

At their meeting on March 18, the Holstein Association's state promotion committee members suggested a broad range of

promotional projects for consideration, but emphasized that county groups should work closely with the already-established local princess and promotional committees.

Initial thrust of the Holstein associations project is to put milk promotional materials in hundreds of sit-down restaurants across the state for June Dairy Month.

A kick-off series of area Holstein meetings for county club leaders, and dairy princess committee heads, will be underway by late April. Included in the program will be a brief background on the milk marketing structure in Pennsylvania, current promotional programs now in use by the Atlantic Dairy Association, and a how-to session on the June restaurant promotional effort, with appropriate materials available.

Special materials designed for the restaurant campaign will tie in with the highly-successful Atlantic Dairy Association's "Milk. It's Fitness You Can Drink." promotion. Table tents, menu clip-ons and place mats are among the material possibilities suggested for use in the restaurant campaign.

Promotion committee members saw the restaurant campaign as one that could be expanded into some type to recognition program to those establishments that serve all real dairy foods.

Already available are printed cards, to be left with a meal tip, that either praise a restaurant for the use of real products, or if limitations have been served with a meal, suggest that real dairy products would be preferred.

Shopping mall promotions, billboard advertising and the purchase of radio time by county clubs are other suggestions. Radio spots are already taped, and Holstein clubs can add their own sponsorship announcement if they purchase air time on local radio stations.

Billboard materials, on the fitness theme, are available free of charge to clubs that may be interested in leasing space from advertising firms, or constructing billboard space on their own farms. Local advertising and sign ordinances should be checked first by groups considering this type of roadside advertising.

Four billboard designs around the fitness promotion are available, featuring swimming, racquetball, biking and aerobics themes. A \$25 tagging fee is charged to add the sponsoring organization's name to the billboard display.

The "Better Body Book" is a promotional hand-out available to Holstein clubs that can be distributed to local health clubs and aerobics classes. Geared to the fitness trend that is sweeping the

country, the "Better Body Book", copyrighted by the Atlantic Dairy Association, includes diet and exercise information, including menus and recipes.

Milk handling in local school districts remains a concern of the promotion committee. Posters on keeping milk cold in cafeteria settings are available, free of charge, from the state Department of Agriculture.

Serving of milkshakes with school lunches, to encourage the consumption of both dairy products and the balanced lunch, is under study. A very successful milkshake program is already in place in several Maryland county school districts, and personnel in charge of running that program are eager to share their milkshake handling methods. Further details are available from the Holstein office at State College.

Holstein members are encouraged to be in close touch with their local schools, provide programs on dairying to students, and serve as hosts for school field trip farm visits.

Stressing the concern that farmers too often "talk to themselves," promotion committee members suggest that farmers said county Holsteins clubs become active in civic groups such

as the Chamber of Commerce, Rotary, Lions and similar service organizations, offering dairy-oriented programs whenever possible.

With the show and fair season approaching, clubs are encouraged to use such settings as still another outlet for reaching out with promotional materials. Signs, dairy food samples and promotion efforts can help customers relate to the tie between the animals on exhibit and the dairy products they purchase while shopping.

An assortment of materials some free of charge, most sold at cost, are available on both the current fitness theme and general dairy promotion.

Fitness theme items include milk tanker decals, litterbags, bumper stickers, billboard materials the "Betty Body Book," "Real-Seal" lapel pins, pencils and pencil sharpeners, rulers, key chains, cow-shaped cookie cutters, bumper stickers, antique two-gallon milk bottles and milk pitchers.

Price lists for these materials are available from county dairy princess committee chairmen or from the Atlantic Dairy Association's office at 355 N. 21st Street, Suite 203, Camp Hill, Pa., 17011, telephone 717-763-4854.



Young farmers learn dairy policy at IMPCO seminar

LANCASTER, PA — Pressures to dismantle the dairy price support system are growing because "the dairy surplus situation makes us so vulnerable," commented Susan Fridy, legislative representative for National Milk Producers Federation, at an Inter-State Milk Producers' Cooperative seminar.

"The dairy industry has to present a united plan to Congress that will solve the dairy surplus," Fridy told the 28 Young Cooperators. She estimated surplus dairy stocks will cost the Commodity Credit Corporation \$2.4 billion this year.

Seminar speakers pointed out that legislative contact is a necessity. Nat Cushman, Agri-Mark director, provided insights into developing a political action committee (PAC). Cushman noted that PACs give organizations political identity, can consolidate small contributions from constituents and aid in keeping legislators in touch with farm programs.

Cushman stressed that Agri-Mark's PAC is a voluntary association for collecting and distributing contributions to political candidates. When asked if so many agricultural PACs were necessary, Cushman pointed out that general ag associations often support policies that vary from the dairy industry's stand, making specialized groups important.

In other comments, Robert M. Dever, business manager and treasurer of Inter-State, said the implementation of the 50-cent assessment on April 16 will be "the result of cooperatives' and dairy leaders' inability to work together to solve the surplus problem."

He noted that the assessment program would provide approximately \$60 million a month towards offsetting the costs of the price support program, adding that Inter-State producers alone would pay \$1 million into the program each month. The 65-year-old cooperative marketed more than 2.4 billion pounds (279 million gallons) of milk in 1982.



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