

Milk and 4-H

Cartons advertise two 'naturals'

By Sally Bair
Staff Correspondent

LANCASTER — Milk and 4-H are natural "go-togethers" — milk as a beneficial food and 4-H as a beneficial youth program. Three local dairies have teamed these "naturals" by promoting the 4-H program on the side panels of their half gallon milk cartons.

Kreider Dairy Farms, Manheim, Mason Dixon Farms Dairy near Gettysburg, and Turkey Hill Dairy in Conestoga, used a side panel which featured Chris Clover, the cartoon character who encourages kids to join 4-H by contacting their local cooperative Extension office.

Spokesmen for the three dairies all expressed satisfaction with the opportunity to participate in the program which was coordinated by Lancaster County 4-H Agent Donna Lucidi.

Dick Shellenberger, general manager of the retail stores and restaurant for Kreiders, said, "We did it because we are a farming organization and we believe in 4-H."

4-H helps kids a lot. We feel it is an asset if a person is active in 4-H because it is above and beyond going to school and it means they're willing to learn."

He added, "I think 4-H gives kids a healthy attitude toward competition. You can't always be number one. It is an area to grow in."

The fourth panel of Kreider's carton is always devoted to advertising, often public service advertising. Sometimes it mentions the family restaurant or their birthday sundae offer, or suggests attending church as a family. He says, "It's a super way of advertising."

Shellenberger gives Donna credit for persisting in making arrangements for the printing of the milk cartons, and the many phone calls and letters necessary to coordinate the activity.

At Kreider's, every other carton which comes through the processing machine has Chris Clover on the side. They have

ordered a six-month supply, so the 4-H promotion will continue throughout the summer.

Luther Smith, dairy manager at Mason Dixon Farms in Adams County, timed his promotion to coincide with 4-H Week in March. He said, "We just feel it's an opportunity to promote a program that's worthwhile. It is a good program for young people. We have a blank side on our carton and we use it for public relations." Smith said they often run a plate urging people to drive carefully.

Smith, who serves as president of the Adams County 4-H Board, did not need to be persuaded about the benefits of 4-H. He is a project leader, his daughter is a project leader and his wife is also involved in 4-H. He pointed out, "We think it's quite worthwhile what we got out of it, so we are returning some of it."

Mason Dixon ran their promotion for three weeks in March.

At Turkey Hill Dairy, Rick Pellman, sales manager, said, "We think 4-H is a suitable kind of activity for young people. We have an interest in that sort of thing. We feel it has long range advantages."

Pellman said they did not feel it was a sacrifice to use the panel in that way, and added, "Apparently it gave a good feeling. We've had a number of letters about the fact that we used it. We're glad we did it." Turkey Hill's promotion ran primarily in the month of April.

Donna Lucidi explained that she got the idea from a seminar on marketing for non-profit organizations sponsored by Hamilton Bank. One of the topics she attended was "Barn painting and other unusual forms of communications." One suggestion was logos on milk cartons, and she says, "I started thinking about it."

From a friend she learned that many dairies purchase cartons from International Paper and she got a list of those which did. She also drew up three potential designs which were transformed into final art by James McClure in the Agricultural Communications Department at Penn State. Because she could send the completed art work, the total cost of the plate for printing was just \$65. This cost is being shared by the eight counties in the Southeast Region, using regional 4-H funds.

Cost to the dairies involved is nothing — just the use of a side panel on the cartons they order. Since the plate is now at International Paper, any dairy purchasing cartons from them can request that plate, and do their part in promoting 4-H.

Coordinating the project took some effort on Donna's part, but she says, "It's worth the time."

Milk and 4-H — they're naturals.



Chris Clover, the 4-H mascot, will be seen extensively on milk cartons like this one used by Kreider Dairy Farms. Turkey Hill Dairy and Mason Dixon Farms Dairy in Adams County are also participating in the promotional program.



These milk cartons carry a promotion for 4-H, encouraging young people to call the cooperative Extension office for more information about joining.

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