

# Progressive milk marketing comes to Pennsylvania

BY TRISH WILLIAMS

LANCASTER — June Dairy Month is behind us now for another year. The flush of festivities celebrating the wholesomeness of dairy products has subsided. Looking back over the past month and reflecting over the month's many promotional activities and events, I am impressed with the positive, hopeful attitude the dairy industry has toward milk marketing. I am inclined to think Dairy Month was an educational and promotional success.

Newly crowned dairy princesses are primed, polished and ready to promote. Milk has been declared the official drink of Pennsylvania by Governor Thornburgh. I don't think anyone would deny the wholesomeness and nutritional value of milk.

But how much more milk was sold from these promotional efforts?

Now is an excellent time for

aggressive advertising. The dairy industry has their foot in the door, they have the consumer's attention, now is the time to make the sale.

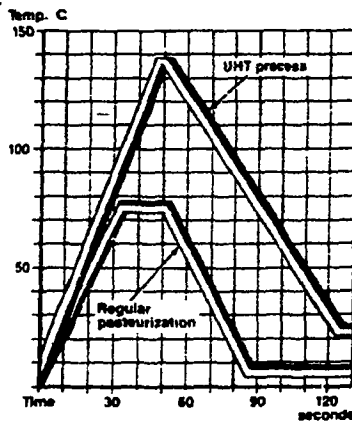
My intent in writing this article is not to shake my finger at anyone. I would like to point out two exciting marketing opportunities that I learned about during June Dairy Month, that could do great things to boost milk sales.

"A revolution is about to begin."

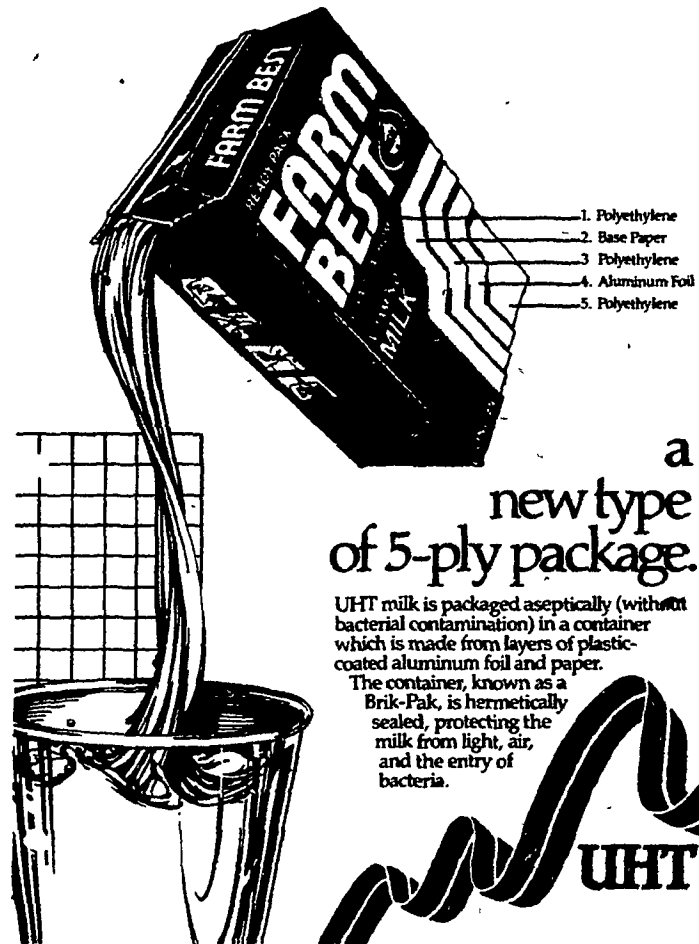
This phrase is used by Dairymen, Inc. to describe the introduction of UHT milk. Ultra high temperature milk is indeed a revolutionary dairy product, breaking the perishability barriers that have always restricted milk marketing.

UHT has the green light in Pennsylvania for marketing. Dairymen, Inc. of Georgia, and Real Fresh of California have received permits to start

## UHT—Dairymen's 'high tech milk'



Grade A milk is heated to 138 degrees Celsius (280°F) for a few seconds. Then it is cooled to 20 degrees Celsius (70°F). The process is known as UHT or ultra high temperature pasteurization. In the regular pasteurization process, Grade A milk is heated to a minimum of 72 degrees Celsius (161°F), held for at least 15 seconds, and then cooled.



a new type of 5-ply package.

UHT milk is packaged aseptically (without bacterial contamination) in a container which is made from layers of plastic-coated aluminum foil and paper. The container, known as a Brik-Pak, is hermetically sealed, protecting the milk from light, air, and the entry of bacteria.

Because UHT is packaged aseptically and sealed hermetically, it can be stored unrefrigerated for up to three months.



marketing UHT milk in Pennsylvania.

According to Ralph Strock of Dairymen, Inc., they will start test marketing in Pennsylvania in July. 'Roll out' of UHT milk is scheduled for October.

Dairymen's UHT milk is

marketed under the name Farm Best. Farm Best was rated as one of the top five new successes by store managers, in the April '83 issue of Progressive Grocer. Farm Best was ranked above these other new items: Diet Coke, Hi-C Drink Box, Budweiser Light Beer, and

other.

"Aseptic packages and nutrition-related items dominated the list of most successful new items named by retailers. Three aseptic packages appeared in the top twenty," according to Progressive Grocer.

UHT milk will allow the dairy industry to compete more aggressively with the soft drink industry. Many new possibilities exist with this product.

And why not get aggressive? I would stack milk up against any soft drink.

Terry Heller, National Dairy Council nutritionist gave an excellent presentation on comparative nutritional values, at a recent dairy conference I attended. The graphic comparison clearly illustrates the nutritional superiority of milk.

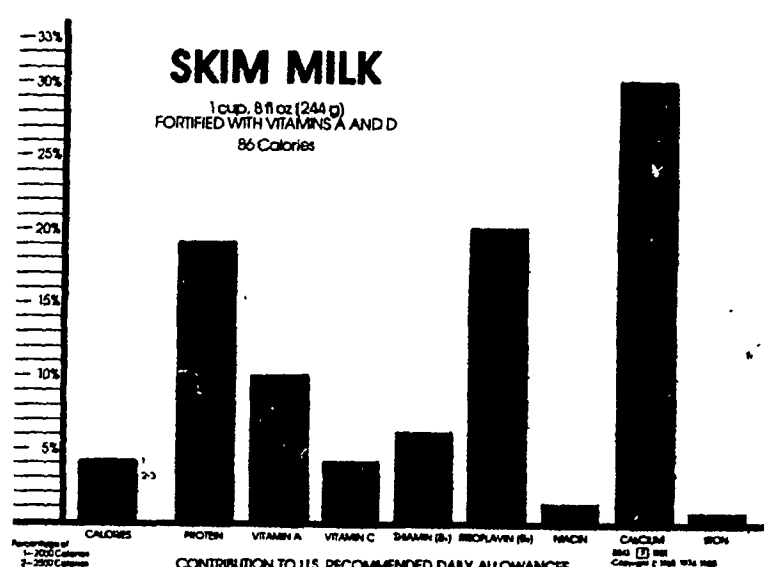
I have reprinted, with permission of the National Dairy Council, the graphs she presented that day. Unfortunately, they are not in color, which takes away from the richness of the illustration. Nonetheless, it points out in graphic detail the fullness of milk and the empty calories of soft drinks.

Milk is caffeine free and 100 percent natural. What a natural for comparative advertising.

Now with UHT milk, milk can compete in the soft drink aisle of the grocery store and in vending machines. What better time to get aggressive in milk marketing.

Dairymen have a winner. Go with it.

## Aggressive milk marketing



Make the milk challenge

