

Products in California

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National standards require only 8.25 total solids for both whole milk and low fat milk.

Goold says these standards not only produce a milk which tastes better than any other in the country, it also helped to use up 53 million pounds of product that would otherwise have been stored in government warehouses.

Goold feels these standards should be required throughout the nation, and is now seeking ways to raise standards legislatively. He said the national DHIA voted in August to support the attempt.

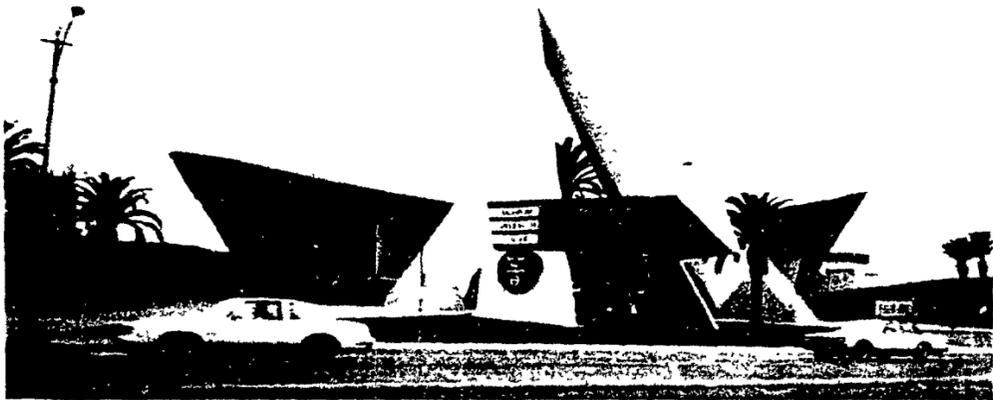
"I don't claim that it will increase sales, but it will slow the decrease," Goold states. "I never claimed that we were number one, I just said it is a good product when people are switching to low fat

milk. People will stay milk drinkers longer. I don't anticipate it as a cure all and it won't use up the CCC stocks. I do claim that it will use an additional 50 million pounds of milk and give consumers consistency from store to store, year round."

Of course, with raising standards there is the question of how to get producers to comply. Goold explained that in California dairymen and processors pay for enforcement.

"The first time a processor does not comply it gets a letter and the second time it does not comply it is publicized," Goold claims that no dairy in the country wants that kind of adverse publicity.

Perhaps promotion comes more naturally to southern Californians, but in speeches given to the NAAB



The California dairy industry understands the value of promotion. This Real Seal is part of the permanent Anaheim Convention Center sign in Anaheim, California, and is seen by every person who attends conventions, concerts and other events at the center. In addition to the prominent "Real Seal," the electronic signboard alternates the message, "There's nothing like something with milk," with announcements of upcoming civic events.

convention by representatives of both the almond growers and Sunkist, positive results of their

promotional efforts were clearly shown.

Speaking for Sunkist Growers, Jack Heeger noted that they were the first product commodity to advertise and the first producers to market a brand name. This cooperative was also the first to establish quality control, and he says Sunkist was the first to mention vitamins when they began selling frozen orange juice in a can in the 1950's.

"We are constantly searching for new ways to market," Heeger said. They work with restaurants to get them to include a wedge of orange served on breakfast platters. (At breakfast in the Disneyland complex, and elsewhere in the area, there was always that slice of orange). They also encourage restaurants to use lemon in water, as a salad dressing and as cocktail garnishes.

To encourage schools to use fresh oranges in the lunch line, the cooperative developed a "sectionizer" which makes it easy to prepare the orange so children will eat it. Heeger said whole oranges on trays get thrown out, but the sectioned oranges are eaten.

Fund raising by groups is one big promotion the cooperative encourages, and Sunkist has become the official supplier to the 1984 Olympics.

Heeger points out, "The consumption of citrus has developed a flat growth curve, but production remains high." Sunkist works

constantly to change the growth curve and help its growers get all those delicious oranges to the public.

Susan Valdez spoke to the group about the promotional efforts of the California Almond Growers Exchange, processors of the famous Blue Diamond almonds. As the largest producers of almonds in the nation, and the world's biggest processor, they have a lot of almonds to sell. She pointed out that half of the world's almond supply is grown in southern California, with the exchange processing two million pounds of finished product daily.

Valdez says, "The big challenge is to keep consumption growing." To meet this challenge the federal marketing order has set aside money for development purposes. Valdez said the largest potential to increase consumption is in this country.

The Almond Growers offer over 5,000 different almond items, which is an astounding variety of products. They also work closely with the schools as a source of greater consumption. Valdez pointed out that one ounce of almonds offers 10 percent of the daily protein requirement.

In California, there can be no doubt that promotion is an important part of all their many, varied agricultural products. Once the quality product is available, promotion will help get it to consumers.

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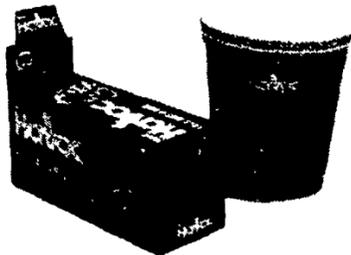
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