

Milk promotion programs named

SYRACUSE, N.Y. — The United States Department of Agriculture has released the names of programs qualifying for local promotion funds under the provisions of the Dairy Production Stabilization Act of 1983. This Act mandated a 15 cents per hundredweight assessment from dairy

farmers nationwide to fund milk promotion programs. A credit of up to 10 cents can be directed to local programs already in place. The American Dairy Association and Dairy Council has been named as the local qualifying agent for dairy producers in the Federal Order 2 areas. The Syracuse based

office conducts milk advertising and promotion programs under the direction of dairy farmers from New York, New Jersey and Pennsylvania. The National Promotion Program provides the dairy industry with a tremendous opportunity to increase the sale of

dairy products nationwide and bring the current surplus under control. It represents the first time in history that every dairy farmer in the United States will be contributing to a unified promotion effort. Prior to the new legislation, Pennsylvania dairy farmers in Federal Order 2 were contributing 8.5 cents towards milk promotion

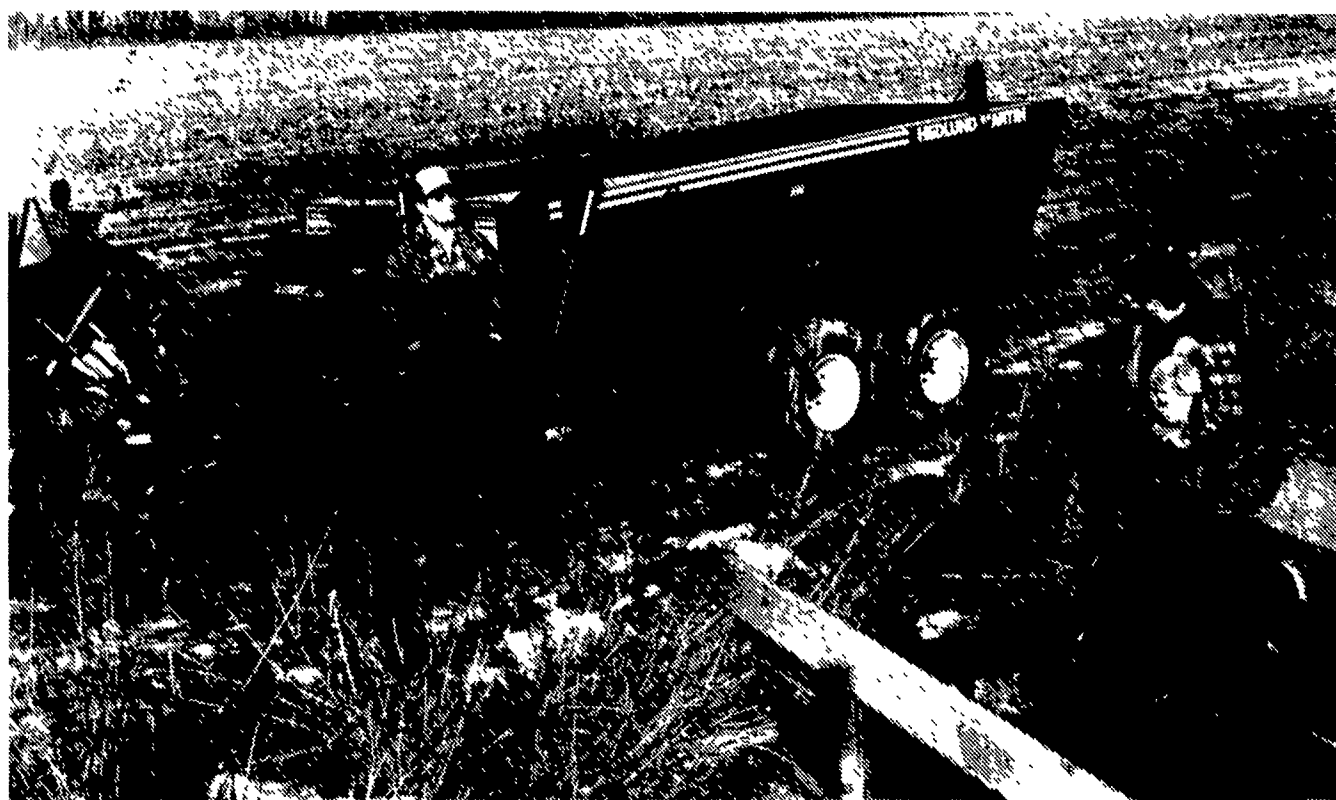
programs through the positive letter approach. Participation in this year's positive letter will allow Pennsylvania dairy farmers to keep their 10 cents credit local. It will be placed into advertising and promotion programs conducted by the American Dairy Association and Dairy Council.

ADA/DC's programs are aimed at increasing milk consumption in the Federal Order 2 area. It's main program priority is fluid milk advertising using the theme, "Milk's Got More." This theme is used in television and radio advertising, concentrating on the metropolitan New York area. The majority of F.O. 2 milk is marketed in the New York City area.

Through the support of the positive letter, 10 cents out of the total 15 cents assessment from Pennsylvania dairy farmers will be put towards the local promotion program. The remaining 5 cents will go into a national promotion pool. The United States Secretary of Agriculture will appoint a 36 member board, composed of dairy farmers, to make decisions on the allocation of this pool. These appointments are due to be announced by May 22.

For additional information on milk promotion, contact the American Dairy Association and Dairy Council tollfree at 1-800-ADA-MILK (in New York) and 1-800-HOT-MILK (in New Jersey and Pennsylvania).

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