

## MAMMA qualifies as local promotion program

TOWSON, Md. — The Advertising and Promotion Agency of the Middle Atlantic Milk Marketing Area (MAMMA) has been certified by the U.S. Department of Agriculture as a qualified program under the new Dairy Research and Promotion Order, according to USDA Division Director Ed Coughlin.

Certification of MAMMA's advertising program will allow Federal Order No. 4 producers to receive a 10 cents credit against the 15 cents due to the National Dairy Research and Promotion Board for contributions to MAMMA's local program.

MAMMA was established in 1972 to increase the sale and consumption of dairy products through non-brand advertising. An 18 member board comprised of dairymen directs the organization.

"We believe MAMMA's 'Milk. It's Fitness You Can Drink' advertising campaign is highly effective in the Middle Atlantic Milk Marketing Area," said Pennsylvania dairyman Dan Martin, chairman of MAMMA's board of directors. "Fluid milk sales in the middle Atlantic area are showing increased strength."

The most recent issue of the "Middle Atlantic Market Administrator's Report" gives evidence of this strength in milk sales. A total of 257.1 million pounds of producer milk was utilized for Class I products in March, an increase of 4.2 million pounds or 1.6 percent over last year the report stated. Class I utilization of producer milk was 49.97 percent this March compared with 47.30 a year ago.

MAMMA's advertising program is well established in the marketplace," explained board member Robert Gabel. "Market research and experience gleaned through the years has developed the MAMMA program into a sophisticated campaign that targets dairy promotion dollars to the proper medium in a cost efficient manner."

A variety of media are used in MAMMA's advertising and promotion campaign to reach and influence the consumer. These include television and radio, billboards, print media, in-store merchandising, food service and food publicity. Nutrition education conducted by Dairy Council of Philadelphia and Harrisburg is funded by MAMMA. MAMMA is also the largest financial contributor to the Pennsylvania Dairy Princess program.

Currently, MAMMA's advertising schedule is running four different television and radio commercials on local stations reaching a large target audience. Most Valuable Player (MVP) baseball personalities Mike Schmidt of the Phillies and Cal Ripken Jr. of the Orioles are pitching the "Milk. It's Fitness You Can Drink" slogan as the agency's milk spokesman. Growth posters of Schmidt and Ripken are to be given away to youngsters in two special June Dairy Month promotions at the baseball park.

On June 8 at Veteran Stadium in Philadelphia growth posters of Schmidt will be given to the first 20,000 children 14 or under who come to watch the Phillies play the Pirates in a double-header. Between the games special milk promotion activities will be performed on the baseball field. The following day a similar promotion will take place with the Orioles, where growth posters of Cal Ripken Jr. will be given away. The posters picture the ball players drinking a carton of milk and read, "DRINK YOUR MILK AND SEE HOW YOU MEASURE UP TO MIKE SCHMIDT (CAL RIPKEN)".

A June Dairy Month Proclamation Party is currently being planned for June 1, to kick off June Dairy Month. MAMMA is working together with the Pennsylvania Department of Agriculture to put on this spectacular event in the capitol rotunda

in Harrisburg. Lt. Gov. William Scranton III and members of the legislature will salute Pennsylvania's dairy industry as part of the festivities.

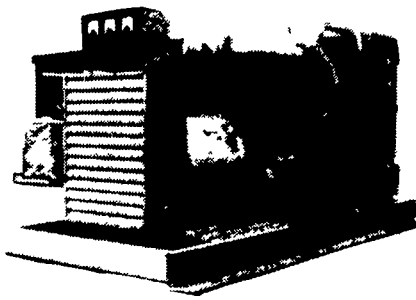
A Foods For Fitness buffet will offer the public and media personnel a variety of delicious dairy foods. Male and female body builders will perform fitness

demonstrations, and for the first time a cow will be milked inside the rotunda!

Year round promotion programs are conducted for in-store merchandising. MAMMA's marketing team works with convenience and grocery store managers on special dairy promotions, such as the June Dairy Month Real Seal Sweep-

stakes. Dairy case management seminars are given to dairy department managers and clerks to help them improve sales through improved merchandising and marketing techniques. This valuable seminar program will be given to Weis Market personnel in the fall of this year.

**BUY DIRECT FROM THE MFG. AND SAVE \$\$\$**

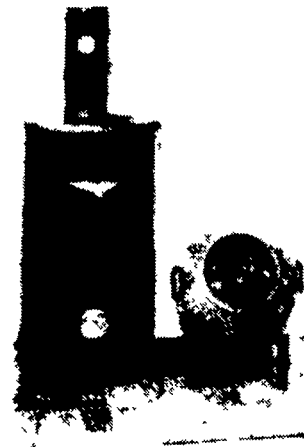


**GENERATORS**  
1 to 1,400 KW

**MARTIN MACHINERY**

P.O. Box 35 - Martindale, PA 17549  
215-445-4585  
Telex 522372 IP-A-HOWD

## The COLUMBIAN Air Tight Stove



Columbian Stoves  
Introductory Offer  
**\$250<sup>00</sup>**

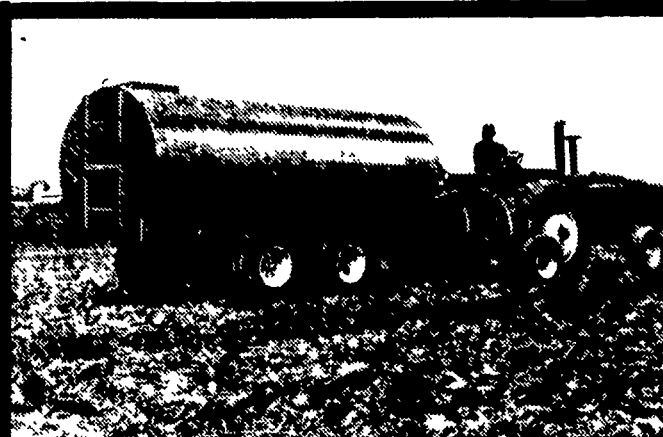


Columbian Cook Stove Parts Available



**HIESTAND SUPPLY CO.**

Box 96, Marietta, PA 17547  
(717) 426-1921



## Hook up to the RUGGED ONE

- 3 200 Gallon Capacity
- Front Unloading — Left Hand Side Discharge
- Low Wide Spread Pattern
- Discharge Rate Controlled From Tractor Seat
- Four-Bladed Impeller & Four-Bladed Chopper

Here it is the RUGGED ONE from PATZ built as only PATZ will build them to last and last

The PATZ 3200 has a tank constructed of 3/16 inch steel and a tank frame and hitch of 1/4 inch steel with reinforced tank ends. The PATZ 3200 tank interior has an epoxy primer coating — the best known protection against the corrosive action of liquid manure

You can unload in minutes with a wide spread pattern of even distribution. All working parts are in the front of the tank within easy view and operation from the tractor seat. Safety too has been built into the PATZ 3200 with independent tandem beam walking axle and surge brakes on ALL FOUR WHEELS. Tires 19Lx16 1 or 48x25x20 Super Floatation Terra Tires

Contact Your Nearest **Patz Dealer**

ALEXANDRIA  
MAX ISENBERG  
814-669-4027

ELLIOTTSBURG  
CARL R. BAER  
717-582-2648

LEBANON  
AUTOMATIC FARM SYSTEMS  
717-274-5333

STONEBORO  
ELDER SALES & SERVICE  
412-376-3390  
376-3740

KENNEDYVILLE, MD  
PINDER SERVICE CO  
301-348-5263

BALLY  
LONGACRE ELECTRIC  
215-845-2261

FORKSVILLE  
DURWOOD J. WHITELEY  
717-924-3460

PIPERVILLE  
MOYER FARM SERVICE  
215-766-8675

TERRE HILL  
TERRE HILL SILO CO. INC  
215-445-6736

NEW WINDSOR, MD  
ROOP FERTILIZER & CHEMICAL  
301-775-7678

BERRYSBURG  
HOCH'S SALES & SERVICE  
717-362-8252

HAMBURG  
SHARTLESVILLE FARM SERVICE  
215-488-1025

QUARRYVILLE  
UNICORN FARM SERVICE  
JAMES E. LANDIS  
717-786-4158

MARYLAND DEALERS  
HAGERSTOWN, MD  
TRI-STATE FARM AUTOMATION  
301 790-3698

STREET, MD  
P & S EQUIPMENT INC  
301-452-8521

## FISHER'S PAINTING

- ALL TYPES OF INTERIOR & EXTERIOR PAINTING
- SANDBLASTING
- ROOF COATING
- RESTORATION & WATER PROOFING ON STONE & BRICK BUILDINGS

*We Specialize In Farm Buildings, Feed Mills, Water Tanks, Etc. With Aerial Equipment*

If you need good paint, roof coatings, or paint accessories at reasonable prices, stop at our new outlet store.

**We buy in large quantities**

STORE, SHOP AND OFFICE LOCATED IN OLD STONE BARN AT:  
4056A Newport Road  
Kinzers, PA 17535  
(Across From Pequea Valley School)  
**717-768-3239**