

New milk promotion programs approved

SYRACUSE, N.Y. — Decisions have been made both locally and nationally for expenditures of the funds made available by the new Dairy Promotion Program. Dairy farmers nationwide are currently contributing 15 cents per hundredweight of milk towards milk promotion, and are expected to invest over \$200 million into advertising during the next year. Ten cents will be invested locally by Federal Order 2 dairy producers into promotion programs being run by the American Dairy Association and Dairy Council. The remaining five cents is being used nationwide by the National Dairy Promotion and Research Board.

LOCAL PROMOTION

At a recent meeting, the Board of Directors of the American Dairy Association and Dairy Council approved a three-point plan for the \$2,270,000 in additional funding made available from the Dairy Promotion Program. The ADA/DC

is currently receiving ten cents per hundredweight from Federal Order 2 dairy farmers in New York, New Jersey and Pennsylvania.

The three-point promotion plan will cover the following areas: more aggressive fluid milk advertising; a new calcium promotion program; and a Holiday Hospitality promotion featuring dairy products. This plan will supplement current ADA/DC advertising programs already in place.

The new plans for fluid milk advertising are designed to reach a larger target audience and increase per capita expenditures throughout the Federal Order 2 milk marketing area. Currently, the fluid milk campaign is targeted at the 12-34 age group with per capita expenditures of 15.8 cents. The new program expands the target audience to the 6-34 age group with projected expenditures

of 20 cents per capita. The goal will be to increase the consumption of milk through the use of television and radio advertising using the "Milk's Got More" theme.

The second point of the new plan addresses the fact that calcium deficiency has become a major public health concern. Since dairy products account for 72 percent of the calcium in the American diet, dairy farmers have a tremendous opportunity for expanding their markets with this program. The goal will be to increase the awareness of the importance of dairy products in preventing the health risks associated with low calcium intake. The program will use newspaper and radio advertising combined with existing Dairy Council programs.

The final phase of the new funding will be a Holiday Hospitality program scheduled for the end of this year. Holiday time is a very strong period for real

dairy product consumption. The promotion will use supermarket promotion materials, combined with radio advertising in order to promote the use of cream, butter, cheese and eggnog in holiday meals.

The above plan has also been approved by the New York State Promotion Advisory Board.

NATIONAL PROMOTION

The remaining five cents from the total 15 cent promotion deduction is being used nationally to supplement local promotion programs. The National Dairy Promotion and Research Board has approved a \$50,640,000 promotion plan for the purchase of national television and print advertising between September 1 and April 30.

The approved plan will focus on four areas. Seventeen million will be put into fluid milk advertising, \$24 million will be used for a new cheese campaign, \$7 million will be

used to promote butter, and \$3 million will be invested in a calcium program.

The above program was designed by the National Board to coincide with programs being run by local milk promotion agencies. According to the original draft of the Dairy Promotion Act, "Coordination between the national dairy promotion program and existing State and regional programs is given high priority by the Act." Therefore, the Board's main objective was to supplement current local programs and avoid duplication of advertising strategies.

The entire Dairy Promotion Plan is scheduled to continue until September of 1985. At that time a national producer referendum will be taken in order to decide on the continuation of the program.

For further information on milk promotion programs, contact the American Dairy Association and Dairy Council toll free at 800-ADA-MILK (in New York) or 800-HOT-MILK (in New Jersey and Pennsylvania).

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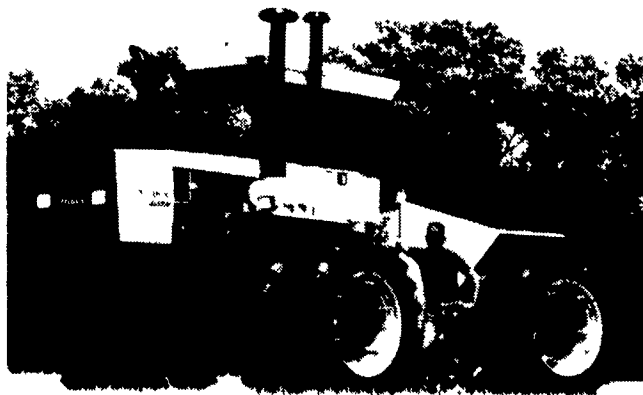
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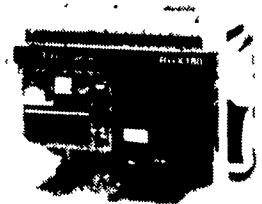
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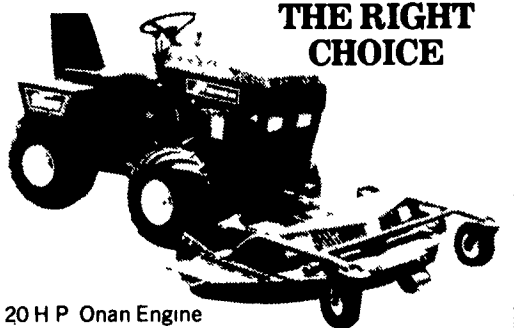


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