

# Dairy promotion exhibit

HARRISBURG — The 18-member Pennsylvania Dairy Promotion Advisory Board will unveil its logo and marketing theme at an exhibit during Ag Progress Days, Aug. 21-23, according to state Agriculture Secretary Penrose Hallowell. HBM/Creamer, the advertising agency tapped to conduct a six-

month program which begins Sept. 1, will staff the exhibit along with state Department of Agriculture personnel and advisory board volunteers. The exhibit will include two milk shake concessions. "We encourage all farmers to visit the exhibit and learn about some of the programs the State Dairy Promotion Board will

sponsor during the next six months," Hallowell said. "Creamer's staff will lead an organized explanation of the program once an hour. Of course, the staff and Advisory Board will answer questions at any time," Hallowell continued. For simplicity, the program's formal name — the Pennsylvania Milk Promotion and Marketing Program — has been shortened to

the Pennsylvania Dairy Promotion Program. The shorter name is more easily identifiable on radio and television commercials and reflects the broad-based advertising promotions planned. This program was created under provisions of the National Dairy Promotion Program. Federal legislation passed late in 1983

established a mandatory 15 cents per hundredweight deduction on all milk produced in the continental United States. Funds are used to promote milk and dairy product sales, and qualifying programs like Pennsylvania's may receive 10 cents of the federal deduction for use in local and regional promotion efforts.



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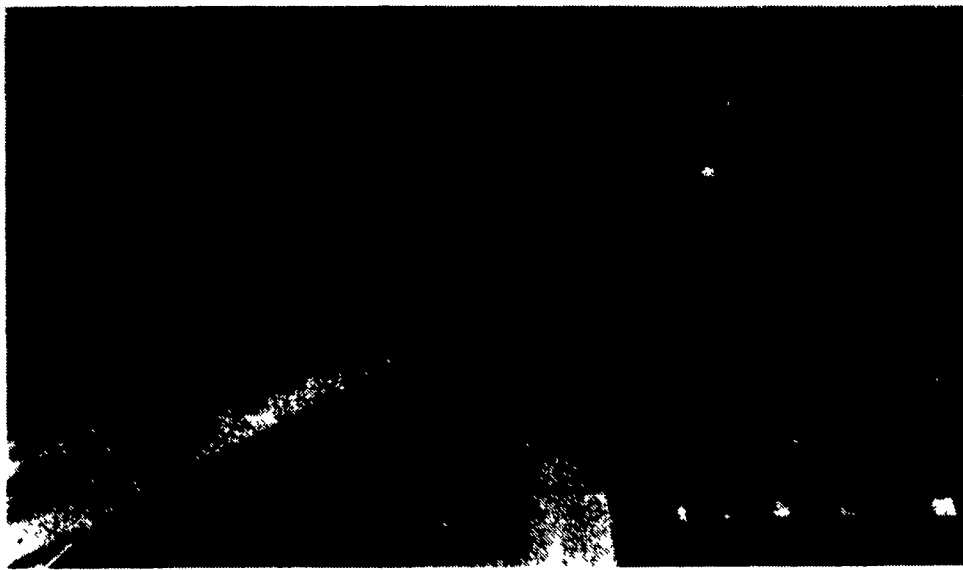


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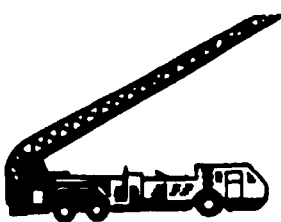
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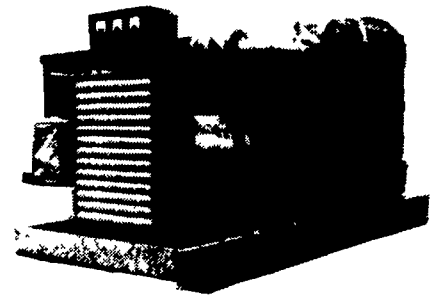
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