

MAMMA plans balanced dairy advertising program

TOWSON, Md. — With 100 percent participation in dairy advertising programs this year, you can expect to see and hear more advertising and promotion for milk and dairy products than ever before. This advertising will be directed at many consumer segments, with the primary objective of increasing per capita sales and consumption, and bringing market demand closer in

line with supply. The ultimate objective is to decrease government purchases of surplus product and increase the price of milk received by farmers.

The Board of Directors of the Advertising and Promotion Agency of the Middle Atlantic Milk Marketing Area, MAMMA, met recently to outline how to most effectively target advertising dollars in the mid-Atlantic market

in 1985. MAMMA is responsible for coordinating dairy advertising and promotion programs in Federal Order #4, which includes the Philadelphia, Harrisburg, York, Lancaster, Baltimore, Salisbury, and Washington, D.C. markets. In preparing a program plan for 1985, MAMMA's Board took into careful consideration what advertising elements will be placed in the mid-

Atlantic by the new National Dairy Promotion and Research Board, NDPRB.

The national plan calls for 50.6 million dollars to be placed in media nation-wide from Sept. 1, 1984 to April 30, 1985. Of that an estimated 3 to 3.5 million dollars will come into the mid-Atlantic market. The national advertising plan is designed to heavily advertise milk, real cheese, and butter mostly on network television. The health benefits of calcium contained in dairy foods in the diet will also be promoted in national magazine ads.

MAMMA's proposed 4.5 to 5 million dollar 1985 program plan extends and intensifies the national effort in order to achieve a balanced promotion program in the mid-Atlantic.

The widespread calcium deficiency that exists in Americans' diets today is a major public health problem. Many recent news articles in the popular press have created an awareness of the importance of calcium in the diet. Given that milk and other dairy foods account for 72 percent of the calcium in our diets, this represents a tremendous marketing opportunity for

MAMMA's advertising program. The popular "Foods For Fitness" television commercial, produced by MAMMA, will be updated in 1985 to identify milk, cottage cheese and yogurt as important sources of calcium. MAMMA's "Nine To Five" milk television commercial will also extend the calcium theme to fluid milk advertising. MAMMA's multi-media advertising program will also include billboard and radio advertising in 1985.

MAMMA's Board of Directors voted to continue funding the nutritional education programs of Dairy Council in the mid-Atlantic region. Budget approvals were also given to the Dairy Princess programs in Pennsylvania, Maryland, Delaware and West Virginia.

MAMMA's staff will continue a strong merchandising program working with food retailers, and a food publicity program directed to food editors, to assure a balanced advertising and promotion program for Federal Order #4.

For more information on the advertising and promotion programs conducted in the Middle Atlantic Milk Marketing Area, call MAMMA at (301) 321-0266.

Bumper harvests predicted for Pa.

HARRISBURG — Pennsylvania's 1984 corn for grain, tobacco, fall potatoes, apples and hay production is expected to be above 1983 based on Oct. 1 conditions, while grape production is forecast below last year, according to the Pennsylvania Crop and Livestock Reporting Service.

Corn for grain production is forecast at 137.8 million bushels, 90 percent above last year's drought-reduced crop. Acreage for harvest is set at 1.30 million with a yield of 106 bushels per acre.

Tobacco production is forecast at 24.0 million pounds, nine percent above last year. Acreage for harvest is expected to be 12,000 with an average yield of 2,000 pounds per acre.

Fall potato production is forecast at 4.95 million hun-

dredweight (cwt.), 15 percent above a year ago. Acreage for harvest is set at 21,500 acres with an average yield per acre of 230 cwt.

Apple production is forecast at 530 million pounds, six percent above the 500 million pounds produced last year.

All hay production is set at 5.57 million tons, 21 percent above the 1983 level. Acreage for harvest is estimated at 1.98 million with an average yield per acre of 2.82 tons.

Grape production is estimated at 60,000 tons, four percent below the 62,500 tons harvested in 1983.

United States corn for grain production is forecast at 7.5 billion bushels, 80 percent above last year's drought-stricken crop. U.S. tobacco production is forecast at 1.74 billion pounds, 22 percent

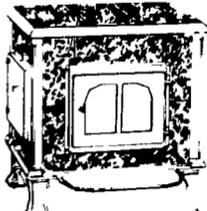
above last year. Fall potato production at 310 million cwt. is five percent above last year. Apple production at 8.23 million pounds is one percent below the 1983 production. All hay production at 154.05 million tons in nine percent above 1983. Grape production at the U.S. level is forecast at 5.02 million tons, nine percent below 1983 production.

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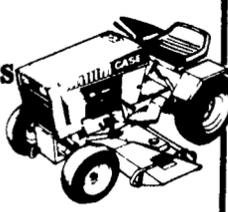
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