

National Dairy Board funds calcium effort

CHICAGO — The National Dairy Promotion and Research Board voted this week to spend over \$18 million for advertising research and education programs on dairy calcium. It also allocated \$3.3 million to cheese advertising.

The National Dairy Board took this action during its monthly meeting here in recognition of the fact that women over 35 have been identified as the group which has the largest gap between their recognized need for and actual intake of calcium. The size of this population group is increasing dramatically, and dairy products represent one of the best sources of natural calcium to answer this need. Additional targeted audiences are teenage women and younger adult women.

The \$3.3 million for cheese production will extend advertising efforts already underway in both print and broadcast media. This program is added to the existing \$24 million program of cheese advertising contracted with the Dairy Promotion Federation Association and placed by the advertising firm of D'Arcy, McManus and Masius.

The Board allocated \$14 million to a magazine and TV campaign on dairy calcium. The program will be negotiated through the Dairy Promotion Federation Association. McCann-Erickson, San Francisco, will have primary responsibility for developing the program.

In addition to the print and TV portions of the calcium advertising, billboards and radio spots will be produced. These and the TV spots will be available for use by local milk promotion groups.

In addition to the \$14 million

advertising package on calcium, the Board allocated \$4.2 million to six research and education programs directed to health care professionals and consumers.

Of the \$4.2 million, \$2.1 million will fund nutrition research grants that will increase the level of scientific knowledge on calcium. The grants will explore the effect of dietary calcium on health.

An \$800,000 program of advertising and direct mail will communicate the calcium benefits

of dairy products to physicians, nurses and dieticians with particular emphasis on OB GYN professionals, a group serving women who have a particularly high calcium need. Grey Medical, a subsidiary of Grey Advertising, will develop and place this program.

A \$600,000 information/awareness program, through the National Dairy Council, will provide a teleconference and exhibits to inform

health professionals. An audiovisual presentation and exhibits will also be developed under this program and will be made available to local dairy council units to inform consumers of calcium benefits.

Three informational programs will be funded by the National Dairy Board to convey the calcium message to consumers.

A \$300,000 program awarded to Lewis and Neale Inc., will distribute calcium information

through supermarket chains.

Myers CommuniCounsel was named to conduct a \$334,000 public relations program communicating the dairy products calcium message through consumer media.

The Board voted \$85,000 to the American Vocational Association to locate the best nutrition education programs already underway in the U.S. The goal is to use these programs as models to educate others on how to improve their own programs.

ADA/DC holds local promotion meetings

SYRACUSE — The American Dairy Association and Dairy Council recently held local meetings to inform dairy producers about their milk promotion programs. ADA/DC handles milk promotion for dairy farmers in the Federal Order 2 area.

The main focus of the meetings was the 1985 advertising program. Producers were shown a series of new television ads promoting milk, cheese, butter and the "REAL" Seal programs. An informative film illustrating the flow of milk promotion funds and background on the ADA/DC, was also shown.

ADA/DC staff members Charlie Kier and Roberta Bronson presented the promotion program. They also informed producers about the opening of a new ADA/DC office in Williamsport. The office is located at 1853 E. Third St., and will serve as a base of operations for ADA/DC in Pennsylvania. The phone number is (717) 323-2552.

The District 16 meeting was held Oct. 15 in East Troy for producers in Potter, Tioga, Bradford,

Sullivan and McKean counties. Daniel Baker, Covington, was re-elected to his third term as District Director. Willys Hamilton, Millerton, was re-elected Alternate Director, and Robert Fowler, Galeton, was re-elected Vice Chairman. Donald Hillis, Wyalusing, was re-elected Secretary.

Special recognition was given to outgoing committeeman Elwyn

Roberts, Canton, who had served on the board for many years. Also serving on the promotion committee are: Vernard Watkins, Little Marsh; Wayne La Mont, Troy; and Frank Herman, Canton.

District 17, representing Carbon, Lackawanna, Luzerne, Susquehanna, Wayne and Wyoming counties, held its meeting on Oct. 12 in Gelatt. K. Allen Roszel from Montrose was

re-elected as District Director. Donald Pease, Susquehanna, was re-elected Alternate Director; Grant Teeple, Equinunk, was re-elected Chairman, while Lyneta Vale, Honesdale, was re-elected Secretary. Also serving on the promotion committee are Richard Naylor, Springville; William Garrett, Honesdale; and Wayne Warren, Kingsley.

FmHA begins loan reviews

HARRISBURG — Reviews of Farmers Home Administration (FmHA) loan accounts are beginning to see which farmers in Pennsylvania need and will qualify for a one-time set aside of part of their loan.

FmHA has been authorized to set aside up to 25 percent — to a maximum of \$200,000 — of the debt owed the agency for farmers who are experiencing severe financial difficulty, if the set aside will help achieve a positive cash flow for the borrower.

Appointments are being scheduled for borrowers to review their accounts, determine if they need special assistance and see if that assistance can be made available.

While not every borrower will qualify for the set aside, the FmHA

says there might be some other way to help, such as consolidation or rescheduling of existing loans.

All accounts will be reviewed, except those in bankruptcy or foreclosure or those determined able to graduate to other sources of credit.



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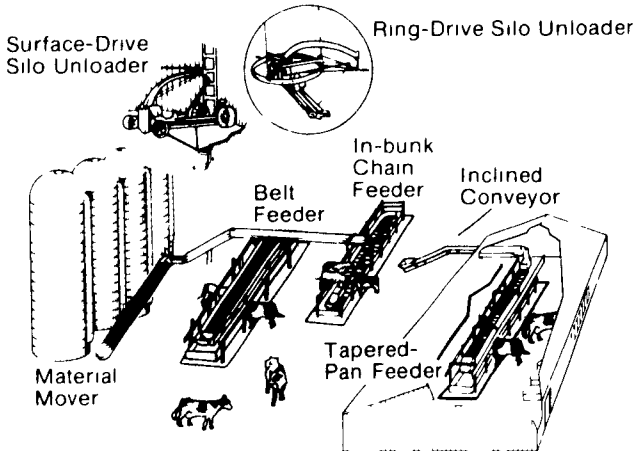
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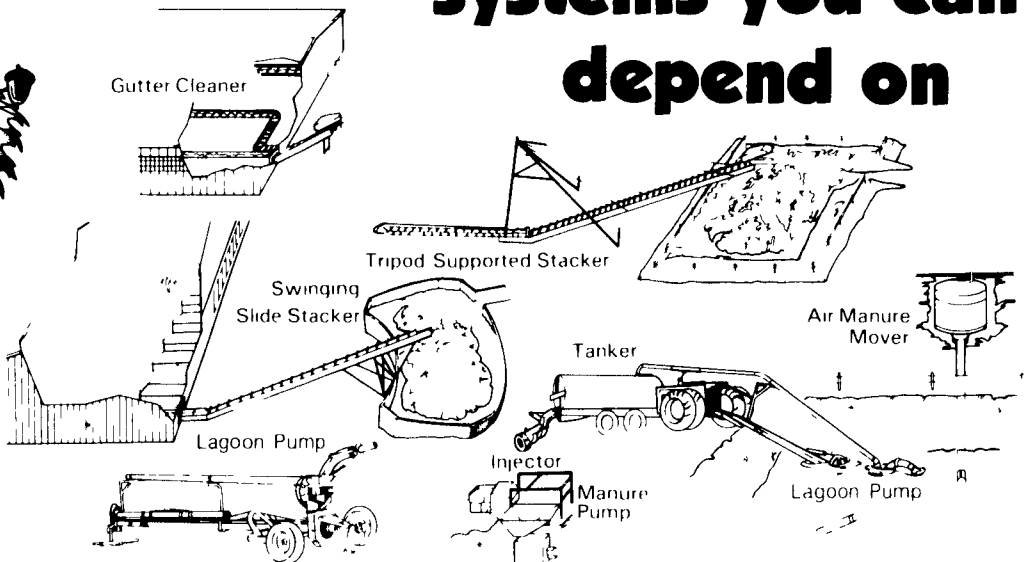


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