

National Dairy Board approves new calcium ads

ARLINGTON, Va. — A series of National Dairy Board-sponsored television commercials and magazine advertisements for dairy calcium will appear on national airwaves and in major print media starting about Jan. 1, 1985.

The 36-member Board of dairy products unanimously approved the contract for this major calcium promotion effort, and for expanded cheese advertising, at its meeting in San Antonio, Texas on Nov. 30. The meeting began immediately on conclusion of the National Milk Producers Federation annual meeting in that city from Nov. 26-29.

The theme of the television advertising, "Softly She Moves," was selected by the Board from among four potential themes due to extremely positive response to it in preliminary audience testing. There will also be four one- and two-page color print ads for teens and young women, adults, and mature women with the theme, "Dairy Foods. Calcium the way nature intended."

The calcium promotion thrust is the Board's first program to be designed at its direction. Since the National Dairy Board's advertising effort began in September, its program has been a combination of new and existing milk, cheese, and butter and calcium commercials and print ads.

In other important action, the Board took a major step toward coordinating its advertising with that of other segments of the dairy industry. The Board authorized its staff to begin discussions with the Milk Industry Foundation (MIF) and the International Association of Ice Cream Manufacturers (IAICM) to develop a complementary ice cream advertising program for the summer of 1985.

The MIF and IAICM have agreed in principle to the advantages of a joint effort. Under it, they would develop and support

branded advertising, while the Board would do the same for generic ice cream ads. Strong efforts would be made to tie both types of ads together visually and to ensure coordinated television advertising.

Said Board Chairman Ivan Strickler, "We will work together to coordinate our programs effectively, so that these two kinds of advertising reinforce and support one another."

"This is an excellent opportunity to explore how we can work branded and generic advertising together to the benefit of both," said Louis Calcagno, Vice Chairman of the Board and Chairman of the Advertising and Sales Promotion Committee.

As part of its work to seek out and support innovative work on developing new dairy products that will appeal to ever-wider segments of the consumer market, the Board authorized its staff to study a grant proposal from Clemson University researchers for developing a lowfat, low calorie sour cream.

This action reflects the Board's commitment to compete aggressively for a larger share of the consumer market and is a response to the recent introduction by major fast-food chains of sour cream-topped baked potatoes.

The Board also authorized the final execution of 19 product research and development grants for which it authorized funds in October. Research on these grants, which will focus on developing new products or reducing processing costs, will begin at 12 major U.S. universities on January 1.

Future Board meetings will be held at various sites around the country in conjunction with dairy organizations' meetings, so as to facilitate communication and idea-sharing among industry leaders. The next Board meeting is scheduled for January 22-23 in Washington, D.C.

The National Dairy Promotion

and Research Board was established by Act of Congress to develop a coordinated program of promotion designed to strengthen the dairy industry's position in the marketplace and to maintain and

expand domestic and foreign markets and uses for fluid milk and dairy products.

This national program is promotion, research and nutrition education is financed by a mandatory 15-cent per hundredweight

assessment on all milk produced and marketed in the contiguous 48 states. The 36-member policy-making board of dairy producers was appointed by Agriculture Secretary John Block.

Purdy gets portrait award

UNIVERSITY PARK — Herman R. Purdy, professor emeritus of animal science at Penn State, was named the recipient of the Saddle and Sirloin Club's Portrait Award for 1984 — one of the most prestigious awards bestowed by the livestock industry.

Purdy's portrait was hung in the club's gallery on Nov. 11 at a dinner ceremony during the North American International Livestock Show. The portrait was added to the 307 previous portraits in the West Hall of the Kentucky Fair and Exposition Center in Louisville.

Purdy has worked professionally with livestock since he graduated from Ohio State University in 1943 with a bachelor's degree in animal science. He then worked at Ohio State's meat laboratory until he was placed in charge of the university's beef herds in 1945. In 1946, he took charge of the Ohio State Livestock Judging Teams, and his students won the International Livestock Judging Contest.

Purdy was head of pedigree livestock at Penn State from 1954 to 1972. He received a master of science degree in 1958. Under his guidance, Penn State had seven winning judging teams. Penn State won the International Livestock Judging Contest in 1966.

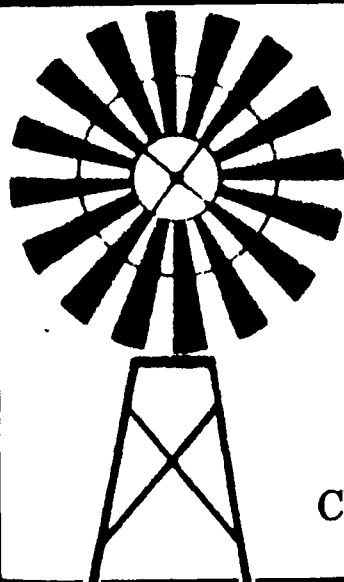
Purdy is also the only person ever to judge all three beef cattle breeds in England and Scotland in the same year, and the second American to judge the Smithfield Fat Stock Show in London. Besides judging in 44 states, Purdy has also judged in Argentina, New Zealand and Australia.



Dr. B.R. Baumgardt, associate dean of the College of Agriculture at Purdue University and former associate dean for agricultural research at Penn State, said Purdy is "articulate, stimulating, one who makes you think and justify, and an educator interested not only

in his subject matter, but in enhancing the development of the whole person."

Purdy's portrait, painted by the celebrated artist Everett Raymond Kinster, will be paid for entirely by private contributions.

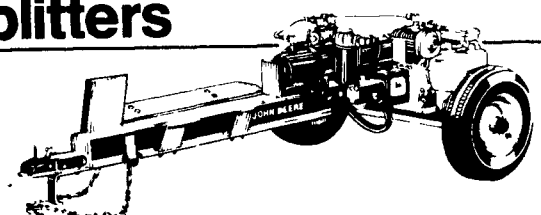


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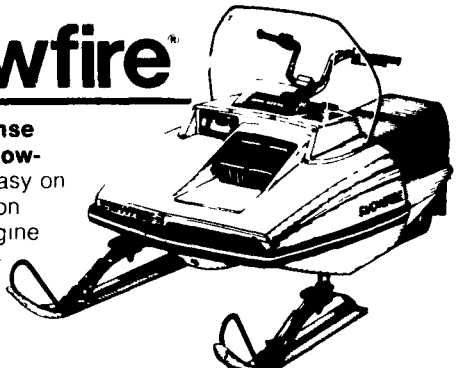
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