

The "REAL" Vincent Price meets local dairymen

BY WENDY WEHR
 SYRACUSE, N.Y. — A record number of Northeast dairy families gathered in Syracuse on Monday to hobnob with entertainer and dairy spokesperson Vincent Price, and to celebrate the 25th

Annual Meeting of the American Dairy Association and Dairy Council, Inc. The glittery event took place at the Hotel Syracuse on Feb. 8.

More than 700 dairy enthusiasts packed the banquet hall on Mon-

day evening to listen to Price's comments about the goodness of real dairy products and to hear a few anecdotes about his extensive entertainment career.

"As spokesman for ADA's "REAL" Seal program," said

Price, "I've been given the opportunity to promote something I truly believe in — cooking with real dairy products.

"Working with ADA has provided me with a deeper understanding of the dedication, imagination, creativity, and just plain hard work that goes into making up the dairy industry today," he added.

At a press conference earlier in the day, Price showed his appreciation for the hard times that dairy farmers are experiencing. When asked whether government should be taking a role in protecting the family dairy farms, Price had a succinct response.

"I'll let David Stockman's mother answer for me on that one," he fired back as he reminded the reporters of Mrs. Stockman's comments last week from her farm in the Midwest in which she criticized her son's desire to axe farm support programs.

Price has served as spokesman for the dairy industry's "REAL" Seal program for over three years. "Since 1981, I have been proud to consider myself a "Partner in Promotion," said Price in his banquet address.

"I find I am very much identified with this program. When

something is successful, people tell you about it," he noted as he related some stories of the comments about dairy products that he gets from friends and people in public.

Often, when he's marketing with his wife, said Price, shoppers in the supermarket will accost him with their own style of humor. "I'll be standing by the dairy case," intoned Price sarcastically, "and some woman will say, 'I suppose you're buying margarine!'"

In addition to his roles as actor, lecturer and author, Price is also a well-known connoisseur of art and food. His travels have enabled him to dine at some of the best restaurants in the world, and from these he collected recipes for his cookbook, "A Treasury of Great Recipes."

"In accepting the invitation of the great chefs to eat," commented Price, "there was also the challenge of trying to find out why the food was so good, and how it got that way. One of the reasons was the high quality ingredients, especially in dairy foods, with no substitutes for butter, cream, cheese or ice cream.

"I think consumers, as I do, believe in the genuine goodness of

(Turn to Page A21)



Actor and "REAL" Seal spokesman Vincent Price chats with the dairy royalty from New York, New Jersey and Pennsylvania.

ADA board adds Inter-State member

BY WENDY WEHR
 SYRACUSE — Even as dairy farmers lined up for an autograph and an encouraging word from Vincent Price, other important dairy promotion business was being conducted at the 25th Annual Meeting of the American Dairy Association and Dairy Council, Inc.

Consolidation of the ADA/DC and DC policy boards was concluded at the annual meeting, and a new director from Pennsylvania was added to the board. Roy Book, Lancaster, will join the other ADA/DC board members as a representative of Inter-State Milk Producers Cooperative.

With the addition of Book, eight Pennsylvania dairymen sit on the ADA/DC board. Four of those represent four geographic regions, in northern and central Pennsylvania, while the other three serve as directors-at-large.

The policy board consolidation served as evidence of the annual meeting theme: "Partners in Promotion." In his president's address Raymond Johnson

stressed the partnership idea as he cited the opportunities for coordinated efforts of ADA/DC with the National Dairy Board, with the marketing sector of the dairy industry, and with the dairy farm families of the Northeast.

Executive vice-president Brian Ward also honed in on the partnership theme. With the inception of the mandatory deduction program, the need for ADA/DC fund-raising activities substantially diminished, said Ward. "Now we can turn our attention to the stronger working relationship that needs to be developed with the actual marketers of your products."

In commemoration of the promotion organization's 25th anniversary, Ward also stressed the history and development of successful promotion and nutrition education programs at ADA/DC. A special audio-visual presentation was shown during the evening banquet which reviewed the organization's history and ad campaigns through the years.

And in keeping with the look back over 25 years, this year's

Service to Dairying Award was presented to members of ADA/DC's original board formed in 1960. The award is presented each year as part of ADA/DC's annual meeting to acknowledge a group or individual who has made a significant contribution to dairy promotion.

Announcing this year's presentation, president Johnson cited the founding directors for their courage, foresight, and commitment in founding the promotion agency and establishing a strong and unified program.

In other business at the meeting, dairy producers reviewed their 1985 budget and milk promotion program plans. Roughly 70 percent of ADA/DC's 1985 budget of \$10.8 million will be invested in media advertising. Funds will also support local nutrition education efforts and supermarket and restaurant milk promotions.

ADA/DC is a producer-funded and directed dairy promotion agency that serves dairy producers in New York, New Jersey, and Pennsylvania.



John and Pat Baker of Covington, Tioga County.

Bakers receive Briggs award

BY WENDY WEHR
 SYRACUSE — John and Pat Baker, dairy farmers from Covington, Tioga County, received the Leo Briggs Memorial Fund award on Monday evening at the ADA/DC annual meeting.

Presented to a dairy couple who are active in milk promotion and NEDCO's Young Dairymen's Organization (YDO), the Briggs award consists of an expense-paid trip to the UDIA meeting this month in Kansas City.

"The endowment was established to help enrich the lives of young agricultural leaders involved in dairy promotion," said ADA president Raymond Johnson as he presented the award to John and Pat Baker.

The Bakers farm with John's father and brothers in a four-way partnership. Both John and Pat are avid supporters of dairy promotion activities, and John is a YDO district director. But Pat, especially, has found her niche in organizing milk promotion programs in the Twin Tiers.

While both started attending promotion meetings a few years ago, says Pat, John soon found that his responsibilities on the farm restricted his in-

volvement. But she continued to attend meetings and take a larger role in educating the local farmers about the benefits of dairy promotion.

"His life is the farm," says Pat in reference to her husband, "so I'm doing my part by getting involved in local milk promotion, getting to know people, and letting the dairy farmers know how our 15 cents is spent," says Pat. Too many farmers don't understand why they don't see the milk commercials on television, she adds, and they need to know that advertising must be aired where it will have the greatest impact.

Today Pat serves as secretary-treasurer of the North Central Milk-Makers. This group of young dairymen initiated a successful mall promotion in 1984, and have just completed the second annual milk promotion at the Arnot Mall, Horseheads, N.Y.

Last year NEDCO and ADA/DC were the only dairy organizations represented in the mall promotion, explains Pat. But this year Eastern, Dairylea, NFO, Agway and some other organizations also joined the activities for a bigger

(Turn to Page A21)



ADA/DC president Ray Johnson took questions from the dairy producers during the promotion agency's 25th annual meeting on Monday.