

National Dairy Board reviews first year

ARLINGTON, Va. — At its first annual meeting, held recently in Arlington, Va., the National Dairy Board elected officers for 1985-1986, reviewed the newly created commercials for its summer ice cream campaign, and heard Agriculture Secretary John Block and Rep. Tony Coelho (D-CA.) discuss the future of the dairy industry.

The final versions of two 30-second commercials for this summer's "Ice Cream the Beautiful" campaign were reviewed and approved by the Board. The commercials will begin airing on June 17 and run for six weeks.

The Board is investing \$4.5 million in this generic advertising campaign. Ice cream manufacturers are projected to spend an additional \$8 million to advertise their brands and regional promotion groups will spend up to \$2 million on generic advertising.

Both commercials consist of vignettes of people of all ages consuming ice cream with meals and as snacks while sunning, camping, watching TV, or just being at home. The commercials urge consumers to stock up so they don't run out.

Chairman Ivan Strickler said of the ice cream promotion,

"This summer's ice cream program is an example of this kind of joint venture. It brings together producers, advertisers and manufacturers. We're going to have the biggest ice cream promotion ever, and it's going to be a coordinated, cooperative effort. It is the sort of thing we would like to continue, and we must look for more such opportunities."

Reviewing the first year's initiatives and accomplishments, Strickler singled out the Board's calcium advertising program, the first designed at its direction.

"People said it had never been tried, it couldn't work, that we would sell more calcium pills than milk. (Yet) the evaluation results show some very positive changes in women's awareness and attitudes about the health benefits of dairy foods.

"For instance, between October and February, the percentage of adult women who agree "milk is a better source of calcium than most other foods" rose from 37% to 46%. Mature women who agree strongly that dairy products have more nutrition per calorie than most foods grew from 26% to 38%.

"Women who are doing something to avoid calcium deficiency have increased their exercise and their consumption of dairy products — but report no increase in consuming calcium tablets."

Strickler concluded his remarks by saying, "The fate of the national promotion program, and the National Dairy Board rests in the hands of our fellow producers with August's referendum. But I am proud of what we have accomplished in so short a time."

Agriculture Secretary John Block awarded certificates of reappointment to the 12 recently reappointed Board members. In his remarks, Secretary Block congratulated the Board on its work to step up consumption, noting, "It's always nice to have

something imaginative that seems to be working."

Rep. Tony Coelho, Chairman of the Subcommittee on Livestock, Dairy and Poultry of the House Agriculture Committee, made a strong plea for unity within the dairy industry on its priorities and legislative position.

Looking toward the next year of work, Chief Executive Officer Joseph Westwater posed a number of questions and ideas about how the Board can increase its effectiveness, should the referendum pass.

Westwater suggested more analysis be done to determine the right mix of money among various programs, and determine which are the most effective use of funds. He also suggested looking at new target groups to be sure the best markets are covered.

The Board unanimously re-elected as officers Ivan Strickler, Iola, KS, Chairman; Louis Calcagno, Moss Landing, CA, Vice-Chairman; John Malcheski,

Pulaski, WI, Secretary; and John Widger, Ellicottville, NY, Treasurer.

Re-elected as committee officers are:

Advertising and Sales Promotion: Louis Calcagno, Chairman; Charles Russell, Shullsburg, WI, Vice Chairman.

Product Research and Development: Joe Lyon, Toledo, IA, Chairman; George Rydeen, Stillwater, MN, Vice Chairman.

Finance and Audit: John Widger, Chairman; Franklin Teague, Elon College, NC, Vice Chairman.

Personnel: Louis Hinders, Canyon, TX, Chairman; Don Haldeman, Norwalk, WI, Vice Chairman.

Newly elected committee officers are:

Nutrition Research and Education: Barbara Curti, Reno, NV., Chairman; Robert Davis, Cabot, VT, Vice Chairman.

Program Evaluation: Charles McGinnis, Kinnards, SC, Chair-

man; Keith Eckel, Clarks Summit, PA, Vice Chairman.

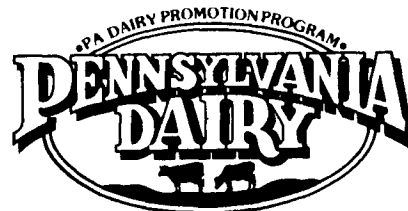
Industry Communications and Public Relations: Lynn Melkle, Smithfield, UT, Chairman; George Sipple, Mennonie, WI, Vice Chairman.

Awards were made to the six nutrition education programs which were selected from among several hundred nominated as the best in the country. As part of the Board's nutrition education and awareness program, information on these extremely successful school and community programs will be disseminated to nutrition organizations around the country which might choose to replicate the methods used by these

programs.

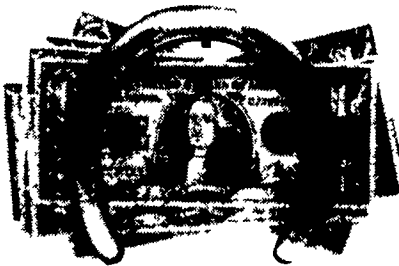
The National Dairy Promotion and Research Board was established by Act of Congress to develop a coordinated program of promotion designed to strengthen the dairy industry's position in the marketplace and to maintain and expand domestic and foreign markets and uses for fluid milk and dairy products.

This national program of 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 is composed of dairy producers.



ATTENTION ALL FARMERS OR LANDOWNERS

Have You Ever Asked Yourself The Following Questions?



THESE DAYS
GOOD LUCK ISN'T
GOOD ENOUGH

1. How Could I Get Another Source Of Income For My Farming Operation Without All The Risks And Debt?
2. How Can I Compete With Other Industries And Keep My Son Or Sons On The Farm?
3. What Agriculture Commodity Has Had The Greatest Return On Investment Over The Past 20 Years And Has The Brightest Future As To It's Potential To Grow, Expand And Be Profitable With A Return On My Investment?

If You Haven't Guessed By Now, We're Talking About PORK PRODUCTION For An Almost Guaranteed PROFIT

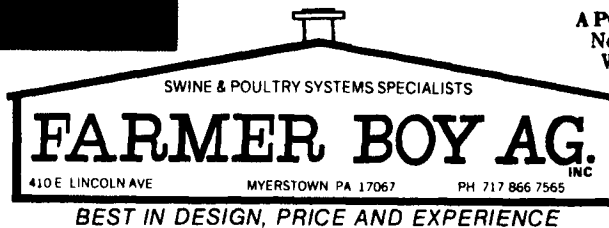
FOR INFORMATION AND ANSWERS TO ANY OF THE ABOVE QUESTIONS,



CALL OR WRITE
TO:



A PORK PRODUCTION CENTER
No Job Too Large Or Too Small
With All New Or Remodeling
Of Existing Buildings



BEST IN DESIGN, PRICE AND EXPERIENCE

With Our Experience In Designing, Constructing And Working Together With Local Feed Companies To Contract And/Or Manage, We Will - At No Cost To You - Help You With The Following:

1. We Will Put You In Touch With Many Of The Good Local Feed Companies Who Are Interested In Contracting, Feeding, Or Managing A Pork Production System.
2. We Will Help You Put Together A Cash Flow, Assist You With Your Banking Needs And Help You Find The Best Financial Package Available.
3. We Will Help You Decide Which Type Of Swine System Is Right For Your Farm, Labor And/Or Neighborhood.

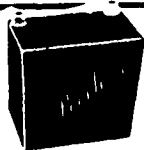
FARMER BOY AG IS A CUSTOM TURNKEY SWINE SYSTEMS DESIGNER, BUILDER AND REMODELER

Let Someone At Farmer Boy Ag Show You How To Build A Profitable, Manageable, Efficient Pork Production System At A Price You Can Afford, With Quality That Will Outlast Your Mortgage
ALL INQUIRIES WILL BE KEPT CONFIDENTIAL



FARMER BOY AG, INC. 410 E. Lincoln Ave., Myerstown, PA 17067

(717) 866-7565



NEED A BATTERY

Call (717) 768-8062

- Trucks
- Auto
- Carriages
- Dozers
- Marine
- Aircraft
- STD Prorated 3, 4, & 5 Yr. Warranty

Free Delivery In Lancaster & Chester Counties.

24 Hour Emergency Service

PEERLESS BATTERY COMPANY

Downingtown - Gap - Leola