



Mini-billboards get the word out big.

## ADA/DC offers mini-billboards to county promotion groups

WILLIAMSPORT - In its latest promotion effort, the American Dairy Association and Dairy Council is offering mini-billboards to Pennsylvania county promotion groups. The billboards advertise milk and are ideal for use on barns. The signs are 6 feet by 10 feet and made of metal. ADADC has offered the signs to county dairy promotion groups located throughout Pennsylvania. Groups which make use of the signs must provide a site which is strategically located on a major highway. The billboards are offered free of charge.

"Milk's Got More" is the theme used on the signs. This ties in with the advertising theme of television ads being purchased by both ADADC and the National Dairy Board. Also, it enables ADADC to bring consumers one unified ad message.

So far the billboards have been placed in about 20 locations in Pennsylvania. A limited number are still available. Interested groups can propose a location for the signs by calling the American Dairy Association and Dairy Council at (717) 323-2552.

## Dairy Marketing

### ADA DC District 16 will meet to review advertising program

WILLIAMSPORT Local dairy farmers will review their portion of the nationwide dairy advertising program at the District 16 meeting of the American Dairy Association and Dairy Council on Oct. 29 at the Whitneyville Methodist Church at 7:30 p.m.

ADADC is the local milk promotion agency for dairy farmers in Pennsylvania, New York

and New Jersey. Their 1985 advertising budget of \$10.7 million was used to fund promotion programs for milk, cheese and butter.

During the meeting a film reviewing the history of milk advertising will be shown. Also included in the meeting will be an explanation of how ADADC's local programs coincide with those of

the National Dairy Board to bring consumers a unified ad program.

A review of Dairy Council's nutrition education efforts will also be provided. A roast beef dinner costing \$6 will proceed the meeting.

Daniel Baker from Covington is director of District 16, which encompasses Potter, Tioga, Bradford, Sullivan and McKean counties. All dairy producers are invited.

For further information and tickets contact Charles Kier at 717-323-2552, or call ADADC's tollfree hotline at 800-HOT-MILK.

### PFA hits House's dairy title

CAMP HILL - The head of the Pennsylvania Farmers' Association (PFA) has criticized the dairy provisions of the farm bill recently approved by the U.S. House of Representatives.

Keith Eckel, president of the statewide, general farm organization which represents over 23,300 farm families said PFA opposes farm bill provisions for a diversion and producer assessment program. Eckel said, "The dairy diversion was tried before and did not work. At the 1985 annual meeting of our national affiliate, the American Farm Bureau Federation, voting delegates adopted policy opposing any government assessment of dairy producers. We will be

working to amend the House dairy language in the conference committee; we expect to be called after Senate farm bill action is completed."

Eckel said PFA favors a dairy program which links dairy support levels to the amount of government surplus purchases. "Under the House version," Eckel said, "dairy farmers will be forced to bear a large unknown financial burden to pay for diversion payments, a whole herd buyout, and any government surplus purchases over 5 billion lbs."

The farm bill dairy program scheduled to be considered in the Senate later this month is more in line with American Farm Bureau and PFA policy, Eckel said.



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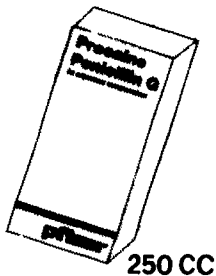
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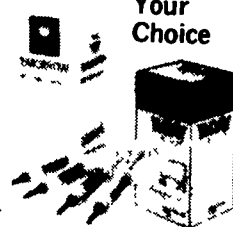
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