

MAMMA honors six processors

TOWSON, MD — Six Mid-Atlantic dairy processors and distributors received recognition for excellence in dairy marketing at the annual meeting of the Middle Atlantic Milk Marketing Area. The dairy marketers were honored with plaques during a recognition luncheon held October 15 at Baltimore's Inn Harbor Sheraton.

Cited for superior marketing efforts leading to increased dairy sales were, Dick Vogel of Johanna

Farms, Inc., Norman Rich of Weis Markets, Harlan Wengert of Wengert's Dairy, Don Zettle of Safeway, Jeff Bilk of Frankford-Quaker Grocery Company, and Keith Ruby of Rutter's Brothers Dairy.

Richard K. Norton, manager of MAMMA made the presentations on behalf of the dairy farmers of the Middle Atlantic Milk Marketing Area. Said Norton, "These marketers have shown an aggressive attitude toward dairy

sales and have given our in-store promotion programs continuous support through the years. Their efforts have resulted in higher milk and dairy product sales in our region. We are grateful for their support and the work they have done. We would be remiss not to recognize their valuable contribution."

MAMMA is a regional division of the American Dairy Association. As an ADA division, MAMMA

Forwood re-elected as Eastern president

SYRACUSE, NY — Eastern Milk Producers Cooperative Association, Inc., held its annual reorganization meeting on Friday, Oct. 18, electing officers of the Association, as well as members of the cooperative's Executive Committee.

Earl R. Forwood of Hop Bottom, PA, was re-elected by a solid margin to a third term as president of the 4,100-member cooperative, with R. LaVerne McCarty of Forksville, PA, elected as vice president in place of the retiring

Robert K. Hill, Jr. Also re-elected was Secretary George R. Fuller of Cohocton, NY.

George J. Haddad of Bainbridge, NY, was elected Treasurer, replacing retiring director George A. Stambaugh. Noel F. Davis of Unadilla, NY, was elected Assistant Secretary-Treasurer. All officers will serve a one year term.

Members of the Executive Committee were also elected at Friday's meeting. The Executive Committee acts at the request of

the President on matters requiring immediate and emergency decisions. Elected to one-year terms on this committee were Leo J. Connor of Bridport, VT; C. Lee Greenwalt of Lawrenceville, PA; and George J. Haddad of Bainbridge, NY.

Eastern Milk Producers is the largest dairy cooperative in the Northeast, serving the needs of member dairy farmers throughout New York, Pennsylvania, Vermont, New Hampshire, Massachusetts, Maryland, Delaware and New Jersey.



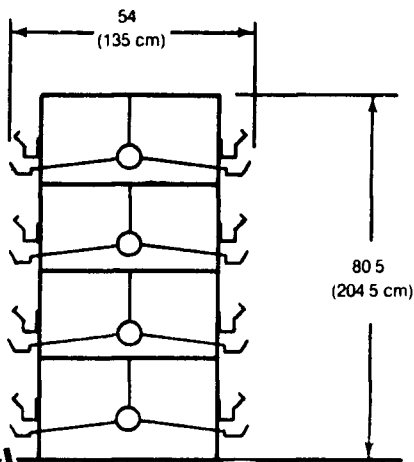
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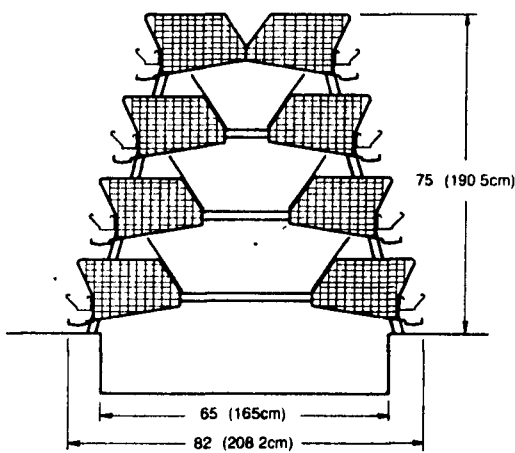
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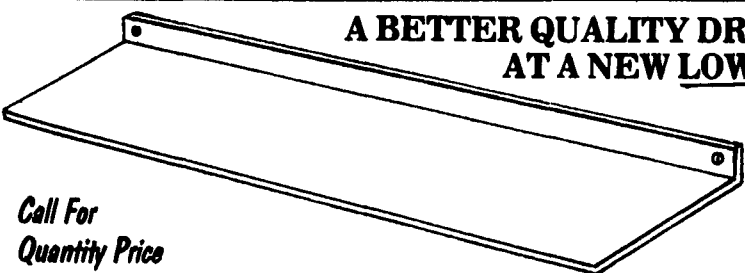
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Dick Vogel, sales director of Johanna Farms' Dairy Center in Fort Washington, Pa., was recognized for his assistance in organizing numerous dairy department management training seminars for A & P employees throughout the United States.

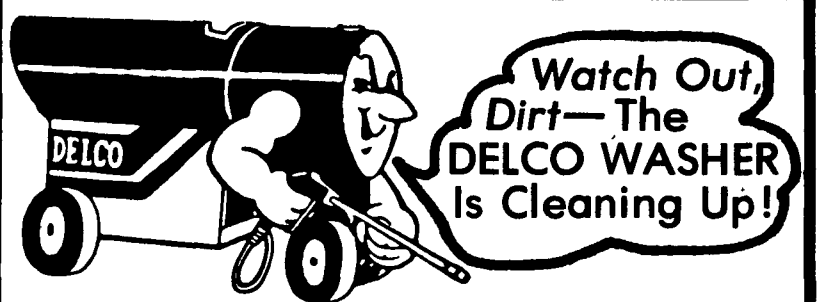
Cited for being instrumental in placing in-store promotion materials in Weis Markets' 110+ chain stores was Norman Rich, vice president of operations for Weis Markets, Sunbury, Pa.

Harlan Wengert, owner and director of Wengert Dairy Farms, Lebanon, Pa., was commended for his strong support of Mamma's Fitness Campaign. Wengert has incorporated the Fitness slogan into the logo of their newest product, Swiss 2 Acidophylos Milk. Wengert has also been a supporter of the seminar training program, arranging for his customers to receive the training program at his Lebanon plant. His team of sales managers have been instrumental in helping MAMMA reach the 75 independent grocery stores in Southcentral Pennsylvania.

As Advertising Manager for Safeway's Washington Division, Don Zettle has been called on by Mamma's merchandising staff for many years. He has always given the most support of any chain in the Baltimore - Washington Metro Area. His efficiency and readiness to respond have made him a very valuable asset to the marketing efforts of the dairy farmers in the Mid-Atlantic.

Grocery-Dairy Buyer, Jeff Bilk, of Frankford-Quaker Grocery Company has played a very active role in helping MAMMA merchandisers coordinated installation of up to five in-store dairy product promotions each year among his group's 325 store membership. Bilk also supports the seminar program and been a key person in MAMMA involvement with the Tri-State Dairy-Deli Association's annual Philadelphia trade show.

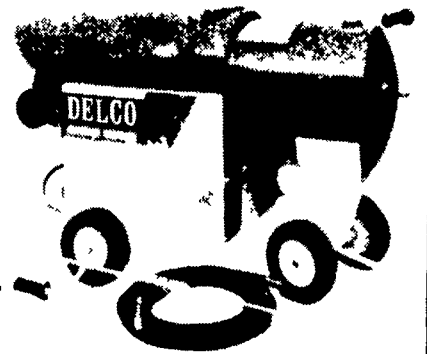
Keith Ruby, sales manager for Rutter's Brothers Dairy, York, Pa. was honored as an invaluable contact because of his great willingness to use MAMMA's promotion materials to enhance the merchandising work done by the Rutter's organization for many years.



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