

PDPP matches \$35,000

for local promotions

HARRISBURG — A 125-foot cheese sandwich in Lancaster County to a milk carton sculpture contest in Blair County are among the local promotion projects which have been approved by the Pennsylvania Dairy Promotion Advisory Board.

Board Chairman Donald B. Duncan announced this week that 41 local committees will receive \$34,254 in matching funds for the first six months of 1986. Another \$35,000 has been budgeted for local promotions in the July-December period.

A Berks County dairyman from Robesonia, Duncan heads a 20-member board of dairy farmers who oversee the \$2 million statewide dairy promotion program financed by over more than 4,000 dairymen. No tax money is involved.

"You just can't buy the enthusiasm and ingenuity of these volunteers," Duncan said. "All we do is provide some of the local promotion and advertising dollars."

The bulk of state funds, some \$1.8 million, is used to advertise milk and dairy products in major Pennsylvania markets.

Local allocations ranged from \$3,107 for the Huntingdon County Dairy Promotion Program to \$100 for the Sullivan County Dairy Festival Committee. The average for the 41 committees was \$835.

Local milk promoters agree to some stiff guidelines before getting

funds from the state promotion board. They must pay 25% of all local radio advertising, and the ads themselves must be the professionally produced "Make It Milk" ads provided by the dairy promotion program. No brand names can be used or endorsed.

Capital investments such as milk shake machines may be submitted providing the local committee picks up 75 percent of the tab.

Dollar limits are also set at \$600 per station for radio advertising and \$1,000 for each capital project.

The state dairy promotion board has some basic advice for local groups as well: "Use Pennsylvania-produced milk and dairy products in all promotions."

Here are the local milk promotion committees, their projects and total money funded by the Pennsylvania Dairy Promotion Program:

Adams Co. Dairy Promotion Committee — radio advertising, June Dairy Month coloring contest, Little League promotion, Real Seal collection contest, purchase of "Milk Makers" book for schools and libraries, \$850.

Beaver-Lawrence Dairy Princess Committee — fairs, school promotions, parades. \$250.

Berks Co. Dairy Farmers Association — radio advertising, radio dairy trivia. \$1910.

Blair Co. Dairy Promotion — Mystery shopper, T-shirts, Mall promotions, milk carton sculpture contest, dairy placemats, cow

costumes, radio advertising. \$1275.

Bradford Co. Milk Promotion Board — radio advertising, placemats, balloons. \$2300.

Butler Co. Dairy Princess Committee — radio advertising, mall promotions. \$635.50.

Canton Roadrunner Club — exhibits and ice cream social at 10K Race. \$550.

Central Region Young Dairymen — School and mall promotions, floats. \$960.

Centre Co. Dairy Promotion Committee — mall promotion, supermarket promotion, radio trivia, cow costume, elementary school promotions, placemats. \$1162.50.

Crawford Co. Dairy Princess Committee — mall promotion, Farm-City Day, supermarket promotions. \$179.98.

Crawford Co. Dairy Advertising and Promotion Committee — dairy recipe contest, placemats, Guess-the-cheese contest at Farm-City Day, restaurant promotions. \$650.

Cumberland Co. Dairy Princess Committee — radio advertising, supermarket and mall promotions, elementary school promotions. \$950.

Dauphin Co. Dairy Princess Committee — school promotions, real seal contest in schools. \$400.

Eastern Milk Producers — radio advertising. \$421.87.

Erie Co. Farmer's Assoc. — Soft-serve ice cream machine for concession trailer. \$855.

Franklin Co. Dairy Promotion — Promotion at Armed Forces Day at Letterkenny Army Depot, radio

advertising, school promotion, bank and mall promotions, non-farm promotion. \$895.

Huntingdon Co. Dairy Promotion Committee — Mall, fair, school, supermarket and restaurant promotions, radio advertising, radio trivia, newspaper and billboard advertising, cow costume, mobile sales trailer, social/fun night, Farm-City Week. \$3107.

Indiana Co. Dairy Promotion — radio advertising, mall promotion. \$454.

Jefferson Co. Dairy Promotion Committee — Dairy Ambassadors, June Dairy Month promotion. \$550.

Juniata Co. Dairy Promotion Committee — 8K run promotion, radio quiz and advertising, countywide poster contest, placemats. \$1700.

Lancaster Co. Dairy Promotion Committee — Recipe contest, supermarket, school and mall promotions, cow coloring contest, 125 foot cheese sandwich, sculptured milk carton contest. \$1258.45.

Ligonier Valley School District — Nutrition education programs. \$185.90.

Lycoming Co. Dairy Association — School visits. Mall and supermarket promotions. \$400.

McKean Co. Dairy Promotion — School, mall and supermarket promotions, McKean Co. Fair. \$418.

Mercer Co. Dairy Promotion Committee — radio advertising, supermarket, school and mall promotions, cow coloring contest at McDonald's. \$24.00.

Mifflin Co. Dairy Promotion — radio advertising, Athlete of the Week Award, placemats and restaurant promotion, Kid Connection \$2488.

Montgomery Co. Dairy Princess Committee — radio advertising, mystery tipper, radio trivia contest. \$475.

Pa. Holstein Assoc. — mall promotion. \$250.

Penn State Dairy Science Club — On-campus advertising, mall promotion. \$370.

Penn Valley FFA Chapter — milk dispensing machine for cafeteria. \$350.

Perry Co. Milk Promotion Committee — mobile milkshake stand. \$1000.

Schuylkill Co. Dairy Association — Fair and supermarket promotions, radio advertising, mobile sales unit. \$807.

Somerset Co. Dairy Promotion Committee — Radio advertising, placemats, mall promotion. \$950.

Southwest Dairy Promotion — farm tour for students, Brownie troop and elementary school promotions. \$395.

Sullivan Co. Dairy Festival Committee — Placemats. \$100.

SUN Area Dairy Princess Committee — Mall promotions, school visits. \$350.

Tioga Co. Dairy Promotion — School and grocery store promotions, float, radio advertising, radio trivia. \$815.

Washington-Greene Co. Dairy Promotion — Real Seals promotion at McDonald's, school promotions. \$300.

Wyoming-Lackawanna Co. Dairy Princess Committee — Store, mall and school promotions. \$275.

York Co. Dairy Princess Committee — newspaper advertising. \$350.

York Co. Holstein Club — radio advertising. \$400.

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