

# Duncan discusses dairy promotion, Pennsylvania-style

(Continued from Page A30)

that. Make focus study or some kind of study and see exactly what direction they should go.

They came back with a proposal, which we'll be presenting on the eighth, that was quite a few dollars.

What they suggested was going toward the younger secretary, the working woman and also the older lady but have them very fashionable.

One woman that disagreed said there aren't many women that are like that. There are a lot of women around but not many that are like the New York model type. My wife's comment is "Secretly they would like to be like that, although they might not admit it."

LF: Do You See PDPP Going Into More Promotions For The Processed Dairy Products?

Yes, we have to. Obviously we want to sell fluid milk; that's what we're really after and that's where we tried to come up with some

figures. Let's say when we first started 65% of our money will be devoted to fluid milk and the remainder will be devoted to processed.

Now maybe we want to get into 2% milk. We have not promoted that at all. And there is a lot of feeling that maybe 2% is a market out there that really is flying. (White Milk) A lot of farmers don't want to hear that but, here again, is the farmer the best man to ask that?

LF: Do You See Any New Prospects That Will Help You Capitalize On The Taste Of Milk?

I would say right now we have nothing. Medical research wise we do. But the taste and the spreadable butter, no we don't. I will guarantee you that within two or three years, with the amount of money the national program is putting into research, we will have something.

LF: What About Recipes?

We have sponsored a recipe contest, cost us a lot of money.

Here again the board agreed on it. As we started going down the pike we thought - Boy did we make a mistake. We didn't get the participation that we really wanted, 440 entries.

Of those 440 entries, we had four major winners. What we ended up with was a lot of super recipes. So what we have been doing is saying, send for the recipe booklet. These recipes are being printed on very nice little cards that will fit in a card file. They will be given out at the Farm Show.

I'm going to take this a step further and say let's get a nice little recipe box with our dairy seal on it. I think this is something we can touch on much more than the nationals can.

LF: There's been a lot of talk about trying to get milk in places where it's not currently promoted, or even served. What are you doing in this area?

The problem in some areas, like ball parks, is with keeping milk cool. I am personally going to try

to promote milk in restaurants. Whether it be fast food, breakfast tray or lunch tray. I don't really think we can go after the white linen trade that much. Sure we can hit it, but I think that breakfast and lunch trade is the one we're going to show the most few gains in. MAMMA is doing the super-markets and I think they're doing a real find job of it. Let them do that and us work on the restaurants. We have a member of our board, Dick Sellenberger of Kreiders who is very active in the Restaurant Association and with his expertise and his contacts I think we can really work this restaurant thing over.

LF: How do you intend to approach restaurants?

Try to convince restaurant owner that there is a profit in serving milk. Will increase sales by serving milk. Customers will think you're looking out for me and doing good job. Have waitress suggest milk with meal. Whether we use an incentive I don't know.

Maybe we can give an award to restaurants whether monetary, recognition in Lancaster Farming or other newspapers, or take an advertisement in a local newspaper and promote that restaurant. Blackboard specials featuring milk with meal.

Hopefully, we'll be doing a promotion with McDonalds in the Johnstown area. McDonald is going to have a mug with Garfield on the front and our PA dairy emblem on the back. You can buy the mug and get it filled free for two weeks or something like that. If it goes well at McDonalds, if McDonalds feels that it's a good promotion, it will spread it to other places in Pennsylvania then it could go over the whole U.S.

Another thing is the Dairy Princess Promotion. We would like to come up with a coupon that these princesses could give to kids so they can redeem at McDonalds for a free milk with hamburger. Kids would have something to take home to parents after the dairy princess's presentation.

LF: Are there any hidden problems and disputes between the PDPP and the federal order or national programs? Aren't they, in effect, competing for the discretionary part of the farmer's promotion assessment?

There are five programs in the state. I guess the way we're resolving it is the fact that we are a Pennsylvania program. MAMMA has southeastern Pennsylvania, Washington, VA, Baltimore, NJ. Order II is obviously most of NY state. Order 36 is some of Pittsburgh but mostly into OH. So when you get right down to it we are the only program that is really promoting milk in the state of Pennsylvania.

If we depended on MAMMA to do all of the advertising for Pennsylvania it would fall way, way short. The center of the state would never hear anything.

We don't want to step on their toes. They sometimes feel that maybe we are. We feel there is plenty out there for all of us.

There is no way that we will be able to do all of the work but when it comes to the state of PA I think we can do the greater percentage.

Now we stay out of the Philadelphia and Pittsburgh market. The cost of the media is just too much; we just can't afford it.

We can advertise TV for the whole rest of the state for what it costs to buy time on Philadelphia, Pittsburgh.

In other words, our cost would have to be doubled if we included TV for the Philadelphia.

And we think that the national and MAMMA is doing an excellent job in that market. So we are not going to touch it.

We feel that we are going to do more the radio, more the local-type thing, more working with the restaurants, more the grass roots, very active with dairy princess committees.

I don't want to say it's a problem. Let's say it's a concern for some people more than it is for me.

I feel we have to be very honest about it and tell the farmers what we are doing.

Our program runs on less than 2% of the total budget. This past year in fact, the interest we earned, was more than the cost of running the program. The instant that income comes into us it is put into an interest bearing account, 30-day, 60-day, 90-day, depending upon how we feel we need it. That interest was enough to pay the total operation of our program plus a couple of thousand dollars in the kitty. This year we will be having a few more expenses and they say their interest is going to be down a tenth or a quarter of a percent so they said don't look for it to do quite as well.



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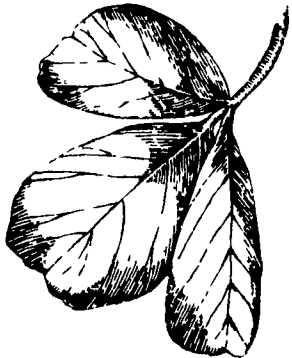
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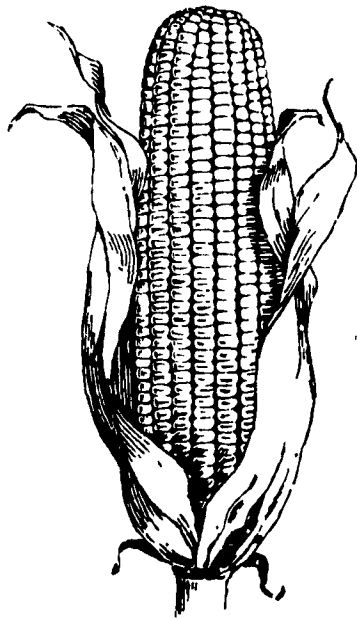
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