

Dairy Marketing

District 12 slates Jan. 30 meeting

SOUTHAMPTON — The Christiana and Quarryville Locals of Inter-State Milk Producers' Cooperative District 12 will hold their annual dinner meeting Jan. 30 at 11:45 a.m. at the Hoffman Building, Quarryville Fair Grounds, Director Curtis E. Akers announced.

Guest speaker will be James S. Fraher, Inter-State economist. Fraher will review the cooperative's goals for the coming year and will discuss the 1985 Farm Bill. He will explain the dairy portion of the legislation, particularly the whole herd buy-

out program.

In addition, a business meeting will be conducted by District President A. Dale Herr to elect local officers, delegates and alternate delegates.

Membership awards will be presented to Samuel M. and Sarah A. Stoltzfus, Christiana, and Jonas S. Esch, New Providence, for 25 years of membership. The Benjamin L. Clark family will receive a 50-year membership award.

Inter-State Milk Producers' Cooperative District 12 covers the southcentral portion of Lancaster County.

Dairy promotions announced

SYRACUSE — Two national food marketers, Hostess and Sara Lee, have teamed up with dairy farmers to help promote dairy products this year. The promotions will be supported locally by the American Dairy Association and Dairy Council (ADADC) in its marketing areas of New Jersey, New York and Pennsylvania.

During January and February of 1986, Hostess will offer consumers a free half gallon of milk in return for four proofs-of-purchase from Hostess Cakes. The company is backing this promotion in newspapers, on television and at foodstores.

A Sunday newspaper ad will announce the program, reaching 31 million consumers. There will also be a television ad which will run for four weeks. A unique display resembling a giant milk carton will be placed in dairy and bakery aisles of supermarkets nationwide. ADADC will support the program by offering milk carton side panel artwork, with

details of the promotion, to milk processors.

Sara Lee will run a butter promotion throughout the months of February and March. Consumers will be able to receive a coupon worth \$1.00 off their next butter purchase when they buy three packages of Sara Lee Croissants and a pound of butter.

The Sara Lee Program will also be announced through newspaper ads which will appear on March 23. Circulation for this ad nationally will be 45 million households.

The Hostess and Sara Lee joint promotions are the start of a full schedule of cooperative marketing efforts between major food companies and the American Dairy Association. Other companies which will promote dairy products with their foods this year include Nabisco, Libby's, Kellogg's, and Campbell Soups. The programs are provided at minimal cost to dairy farmers, with the majority of the costs being picked up by the manufacturers.

Delmarva Dairy Day to be Feb. 7

NEWARK, DE — The 1986 Delmarva Dairy Day will take place Friday, February 7, from 9 a.m. to 3:30 p.m. at the Hartley, Del. Fire Hall. The meeting is being sponsored by the Delaware and Maryland Cooperative Extension services with support of area agribusiness firms.

The program will include talks on profitable dairying, nitrogen

and manure management for maximum economic crop yield, silent heat and anestrus, Johne's disease, and personnel management on the farm. Participants may visit trade exhibits both before and after the formal presentations, which begin at 10 a.m. and conclude at 2:40 p.m.

Featured speaker of the day will be Dr. John A. Speicher of

Michigan State University, a nationally recognized authority in the field of dairy management and economics. Other speakers will be agronomist Dr. Allan Bandel and veterinarian Dr. Joseph Manspeaker, both of the University of Maryland.

Lunch will be served by the Hartley Fire Hall organization.

Milk, the lowfat treat

Many people think that milk contains much milkfat. Actually it is a lowfat, beverage, even when labeled whole or regular, homogenized, vitamin D milk. Milkfat levels are seldom above 3.3% and the minimum is 3.25% milkfat. Milk could actually be promoted as more than 96% fat free. An eight ounce glass of regular (whole) milk provides about 145 calories and only about 30 milligrams of cholesterol.

Most lowfat milk contains 2% milkfat, but you can find 1.5% and 1.0% milkfat products in some

markets. In all cases the milkfat level is reduced, but that does not cut the calorie content in one-half or less. This is because the milk solids containing the calcium and minerals provides calories, also. Nearly all lowfat milk is fortified with vitamins A and D to the original level prior to the removal of the fat. Two percent milkfat milk provides about 120 calories per eight ounce glass, if not fortified with added milk solids. One and one-half percent and 1% milkfat milk provide only slightly fewer calories.

It seems that many people think

that skim milk is almost free of calories. Actually it provides almost 90 calories per eight ounce glass and about five milligrams of cholesterol.

Include milk in your diet to get the needed calcium and to prevent osteoporosis in later years. It makes little difference in what form you include milk. To most active people the few extra calories in two glasses of regular milk are not significant in our daily diet. You may wish to get the equivalent of your two glasses of milk by eating cottage cheese, yogurt or other dairy products.

Exec to talk at District meeting

SOUTHAMPTON — The Southern Lancaster Local of Inter-State Milk Producers' Cooperative District 3 will hold its annual dinner meeting Jan. 28 at 11:45 a.m. at the Chestnut Level Presbyterian Church, Director Robert B. McSparran announced.

Guest speakers will be Paul E. Hand, Inter-State general manager and Evan L. Fineman, Inter-State treasurer. They will review the cooperative's goals for the coming year and will discuss the 1985 Farm Bill, particularly the dairy legislation.

District 3 President Edward L. Zug will serve as master of ceremonies and will announce the recipients of 1985-1986 membership

awards. J. Scott and Elsie Wolff, Quarryville, and Noah N. and Esther W. Sensenig, Quarryville, will receive 25-year membership plaques. The Joseph L. DeLong

family, Quarryville, will receive a 50-year membership award.

Inter-State Milk Producers' Cooperative District 3 covers the southern portion of Lancaster County.

Eastern District 12 to meet

SYRACUSE — The officers of District Twelve of Eastern Milk Producers' Cooperative Association, Inc. will hold a meeting at Rock Oak Country Kitchen, Millmont, PA., on Tuesday, January 28 at 7:30 p.m. This is the regular meeting preceding the Association's February 18 Delegate Meeting. Delegate meetings are held in

Syracuse, N.Y., three times a year in order to conduct the business of the Association.

Discussion at the District Twelve meeting will cover matters of local concern, as well as the Cooperative's 1986-87 operating budget. Guest speaker will be Eastern's President, Earl R. Forwood.

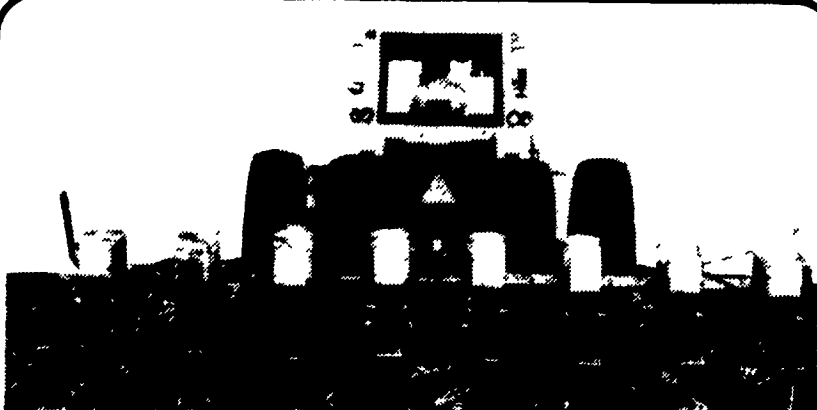
The meeting is open to all local officers of District Twelve.

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