

ADADC annual meeting slated for Feb. 19-20

SYRACUSE, NY. — The American Dairy Association and Dairy Council (ADADC) will hold its 26th Annual Meeting on February 19-20 at the Hotel Syracuse in Syracuse, New York.

Dairy producers from New Jersey, New York and Pennsylvania will attend the event to review their current milk advertising and promotion programs. The theme for the meeting is "Targeting Our Markets."

The day's agenda will focus on the new audiences which will be approached through milk advertising. These audiences include the local Hispanic market as well as the New York City market. A highlight of the meeting will be the presentation of the ad featuring New York Mets star Daryl Strawberry as a spokesman for

milk. The main meeting day will be Wednesday, February 13, beginning at 9:30 a.m. with registration. The morning session will include a membership meeting with reports from the Board of Directors.

Following lunch, there will be a panel discussion of the various target audiences for milk ads. Speaking on the panel will be William McDonald, United Dairy Industry Association; Marcelo Salup, Latino - Americana; and Gary Horton, D'Arcy, Masius, Benton & Bowles. Following the panel, there will be a review of current targets for nutrition education programs.

There will be an evening banquet beginning at 6:00 p.m. with a milk punch reception. The Annual Service to Dairying Award will be

presented as part of the evening's activities. There will also be an entertaining and informative audio visual presentation on the creation of a television ad.

Local dairy producers will invest approximately \$11.6 million into

ADADC's programs during 1986. This money will be used to purchase television and radio advertising, and to fund local dairy promotion and nutrition education programs.

All dairy producers as well as

industry representatives are invited to attend. For reservations and further information contact ADADC toll free at 800-ADA-MILK (in New York) or 800-HOT-MILK (in New Jersey and Pennsylvania).

PFU to urge Congress to boost farm income

GRANTVILLE — Calling the Food Security Act of 1985 "grossly inadequate," the Pennsylvania Farmers Union Board of Directors resolved Monday to lobby Congress to amend the Act.

"The bottom line is farm income," said Farmers Union President David Stetler. "This farm bill does nothing to put more money in the farmer's pocket. In fact, in most areas, farm income will go down."

Stetler pointed out that higher

farm income is the long-term answer to problems in other areas as well, including the Farm Credit System and the steel industry.

Thousands of farmers will soon receive a letter from the Farmers Home Administration telling them that they are at least one hundred dollars behind in their payments and requiring some action within thirty days," said PFU Executive Director Chester L. Reed. Reed predicted that the end of the

judicially-ordered moratorium on farm foreclosures by FmHA plus lower farm income due to the Food Security Act would result in unprecedented numbers of farm liquidations.

The farm group's Board of Directors announced a lobbying trip to Washington, D.C. in the early Spring to work for amendments to the Act which will reshape it, "to better meet the needs of the family farm system of agriculture."

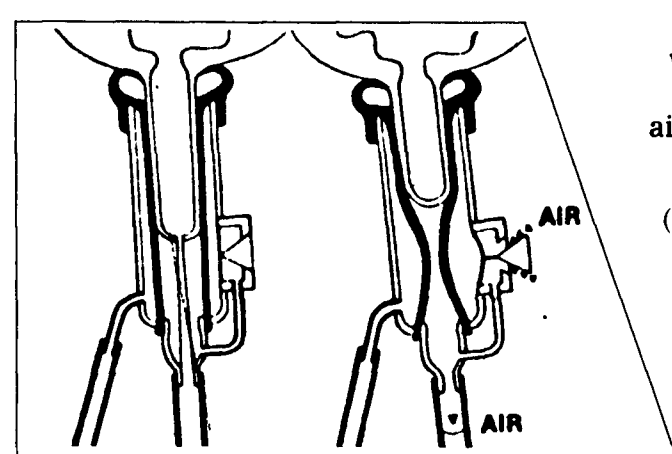
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