#### Profits expected to double last year's mark

LEOLA — Eastern Milk Producers Cooperative expects to double its profit this fiscal year a group of attentive dairymen were told at the annual district meeting held recently.

Michael Donovan told the group that "the first eight months of this fiscal year continue to be the best ever recorded by Eastern." He went on to report "Eastern is continuing to pay all producers the full blend price and is generating substantial marketing profits.'

He reported the estimated net proceeds for this year are between \$750 thousand and \$800 thousand, almost double last year's amount of \$438 thousand.

The financial increase is the result of improved profits from the dairy products division, improved handling allowances, better operating efficiency, reduced interest expense and increased plant rentals from two plants leased to Leprino Cheese.

Donovan stated Eastern is also anticipating an administrative surplus this year of \$302 thousand compared to a deficit of \$79 thousand a year ago. This surplus is the result of substantial reductions in administrative expenses, and the retention of member numbers who are producing a record volume of milk.

Eastern has effectively maintained their membership numbers while nationwide the number of dairy farms has dropped 3 percent, Donovan explained. This past month saw 366 farmers become new Eastern members.

Donovan went on to say that "Membership is the life blood of a successful cooperative. Eastern's



ability to maintain membership in content above 3.3 percent. These light of declining farmer numbers is unmatched by any other cooperative in the northeast area. A portion of Eastern's success is

due to the better informed and more enthusiatic field force that is serving the dairyman Donovan pointed out.

Quality and protein premiums were implemented in June, 1985 for those producers shipping to Leprino Foods. It has since been Sorrento Cheese Company, to Falbo Dairy, Burnetto Cheese Company and Borden Company.

expand the number of cheese cooperative valuable dollars. companies participating in the program.

premiums are paid directly by the cheese companies receiving the milk. Donovan explained that Eastern negotiated with these plants for this agreement.

Quality premiums are also paid to those members shipping to the cheese plants with a somatic cell count below 350,000 and whose milk is antibiotic free, Donovan reported.

Eastern is currently in the expanded to include those shipping process of refinancing the Waverly and Horsehead Cheese plants which were purchased in 1982. Donovan noted that by changing Half of the members whose milk financing companies they will be is physically handled qualified for able to secure a better borrowing these premiums. Donovan said rate. This move, Donovan an-Eastern is currently looking to ticipates, will further save the

Donovan concluded the program by assuring the members that this successful year would continue, Last year \$70 thousand was paid and next year will equal or surpass to those producers with protein the current year.

#### New York state wins

### with cheese promotion

SYRACUSE, NY - Enthusiastic higher visibility of New York State grocer participation in a New York State Cheese Display Contest, and a publicity tour featuring an on-air interview with Soupy Sales of New York City's WNBC radio station, highlight the American Dairy Association and Dairy Council Inc.'s recent Fall Cheese Promotion.

The promotion, which has its roots in the fall of 1985, is currently nearing completion with the naming of prize winners for the display contest. The display contest itself involves New York State dairy case managers and food brokers teaming up to create innovative and attractive displays showcasing New York State cheese. Prizes awarded include various New York State manufactured products, with the grand prize being a three-day, twonight trip to any New York State vacation spot.

To support the display contest, radio advertising was done in major Upstate New York markets and New York City. All radio stations were also provided with 1986 ADA Cheese Cookbooks, which were used as prizes for onair giveaways and contests.

ADA DC also sponsored several special promotions to generate

cheese. In addition to supermarket cooking demonstrations and radio remote broadcasts, the New York State Dairy Princess, Danielle Randall, was featured in a statewide publicity tour focused in the Central New York and New York City areas. Randall presented various radio personalities, including Soupy Sales of WNBC, with gift packs of New York State cheese as part of on-air interviews.

Brian Ward, ADA DC executive vice president, said the entire promotion brought greater exposure to the variety and quality of New York State cheeses. He noted this type of promotion is also an effective vehicle for educating consumers on the value of REAL versus imitation cheese and dairy products.

Planning has already begun for the next Fall Cheese Promotion, Ward said, and ADA DC is presently looking at several innovative program ideas for the 1986 promotion period.

The American Dairy Association and Dairy Council Inc. is a dairy farmer funded and directed milk promotion agency serving New Jersey, New York and Pennsvlvania



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