

ADA/DC signs Mets'

Darryl Strawberry for NYC ads



The Mets' Darryl Strawberry tries a new pitch—milk.

SYRACUSE — The American Dairy Association and Dairy Council, Inc. has signed the New York Mets' star rightfielder Darryl Strawberry as its new spokesman for milk in New York City.

Strawberry was signed to a one-year contract that will feature him in a television commercial beamed to the Big Apple beginning on April 1, or virtually the start of the baseball season.

The commercial received an enthusiastic response from board members and dairymen attending the ADADC's annual meeting banquet Wednesday night at the Hotel Syracuse.

Completed by the organization's advertising agency, D'Arcy, Masius, Benton and Bowles, the commercial features Strawberry in a variety of baseball action shots, leading up to a strong selling message delivered by the star.

The organization used a slide program to explain the method it employed first to select Strawberry and then, to make the commercial.

Staffers reviewed a variety of other possible choices, including rock star Bruce Springsteen and New York Mayor Ed Koch, before selecting the rising young Mets outfielder.

"We had two requirements in selecting our spokesperson," said ADADC executive vice president Brian Ward. "It had to be someone New Yorkers could identify with, and also someone who would fit in with milk's healthy image. Strawberry was the ideal choice in both areas."

The commercial is designed to appeal specifically to New Yorkers, but remains firmly tied to the ADADC's overall "Health Kick" campaign. It will be supported by bus and subway posters featuring Strawberry.

The dairymen in the audience got to see the less-than-glamorous side of the commercial process, during in the agency's slide show. They learned that extensive meetings and creative sessions had taken place for weeks before actual production of the 30-second spot, which required a week of filming in Los Angeles.

The commercial has been well received in preliminary testing, ADADC officials said.

Export session slated in York

YORK — The Office of International Agricultural programs at the Pennsylvania State University, and the Pennsylvania

Department of Agriculture are interested in helping Pennsylvania food producers and processors take greater advantage of overseas export markets. A teleconference meeting will be held Thursday, March 6th, from 10:30 a.m. to 3:30 p.m. at the York Campus of the Penn State U, 1031 Edgecomb Avenue, York, Pennsylvania.

Despite controversial farm bills, high interest rates and stiff international competition, there are more than a few success stories in U.S. agricultural trade. This Teleconference has been specifically designed to put the spotlight on successful regional and national trade programs and examine the elements of their success.

Some of the programs to be explored will include: almonds, apples, timber, high tech mills, soybeans and others.

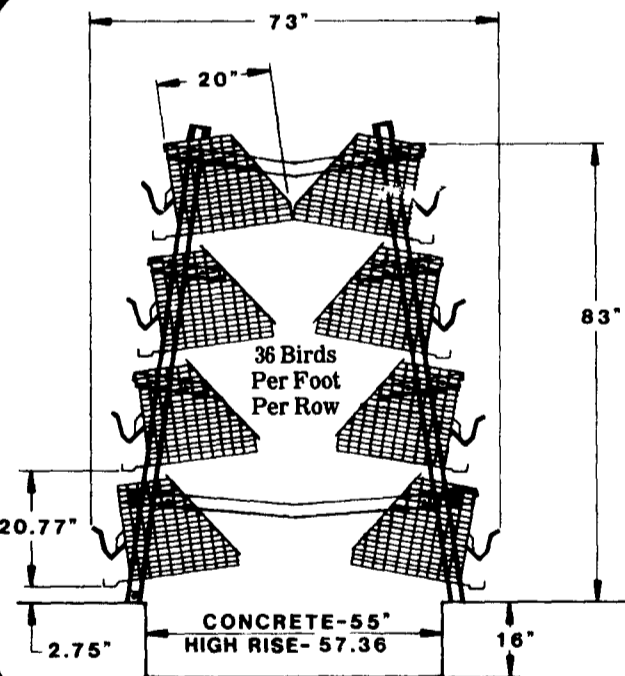
Particular attention will be given throughout the teleconference to the interplay of finances, marketing, transportation and government relations in trade programs. Recent U.S. agricultural trade negotiations in China and Japan will be documented via videotape.

Objectives of the teleconference are to explore ways in which American agriculture has been successful in marketing overseas. To develop options which may be available for increasing foreign trade. To determine areas in which additional education is needed to enhance U.S. trade. To increase and improve cooperation between institutions, trade councils, private businesses and government in the areas relating to international agriculture trade.

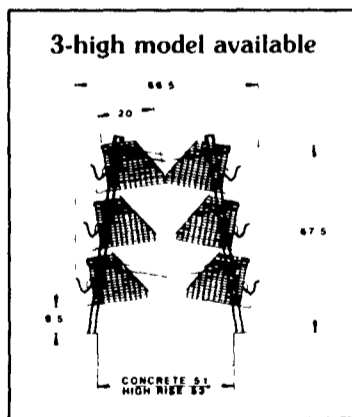
FProgram speakers will come from agricultural universities, banks, food marketing, transportation and government relations. Anyone interested in exploring export markets should plan to attend this teleconference. For more information, you may call Marion Douglas, Pennsylvania State University, York Campus, 771-4321.

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