

## Dairy Marketing

### Dairymen to be unaffected

LOUISVILLE, KY — James H. Sumner, 38, joined Dairymen Inc., Feb. 17 as the regional milk marketing cooperative's director of corporate communications. He will develop and direct both external and internal communication programs at the Louisville-based cooperative including member and employee publications, special publications, media relations, training and other projects.

A native of Centralia, Ill., Sumner formerly served as director of the Pennsylvania Department of Agriculture's Bureau of Markets. He has worked as a newspaper reporter and farm editor, as assistant director of communications for Inter-State Milk Producers' Cooperative of Southampton, Pa., and for the past seven years as the Keystone State's Bureau of Markets director.

During his tenure at Pennsylvania's Department of Agriculture, Sumner helped establish a school for state cooperative directors, initiated the first statewide dairy promotion program to provide advertising and promotional support to the state's dairy industry, and created the "Pennsylvania Agriculture—We're Growing Better" promotion which helped unite all segments of the state's food and agriculture industry. A logo developed from this program is prominently displayed on more than 200 private



James H. Sumner

brand name products produced and/or processed in the state to encourage consumer support.

Sumner serves as vice president of the National Agricultural Marketing Officials organization and is past president of the Northeast Agricultural Marketing Officials group. Dairymen's new corporate communications director, who is married and has three children, earned a journalism degree from Southern Illinois University.

### Inter-State District 5 set meeting

SOUTHAMPTON — The Witmer, West Lampeter and Millersville Locals of Inter-State Milk Producers' Cooperative District 5 will hold their annual business meeting March 17 at 12 p.m. at the Lampeter Fire Company No. 1, Director J. Wade Groff announced.

Guest speaker will be Robert M. Dever, Inter-State assistant general manager. Dever will review the cooperative's goals for the fiscal year and will discuss the dairy provisions of the 1985 Farm Bill.

A business meeting will be

conducted by John Howard, District 5 president, to elect officers, delegates and alternate delegates for the coming year. In addition, membership plaques will be awarded.

Those members receiving 25-year awards are: J. Clayton and Dorothy B. Charles, Lancaster; Paul and Ann Harnish, Washington Boro; D. Arthur and David E. Charles, Lancaster; and Jacob K. and Malinda L. Swarey Jr., Ronks.

Inter-State Milk Producers' Cooperative District 5 covers the northwestern portion of Lancaster County.

### Inter-State District 10 slates meeting

SOUTHAMPTON, PA. — The Chestertown-Massey and Kennedyville Locals of Inter-State Milk Producers' Cooperative District 10 will hold their annual dinner meeting March 18 at 7 p.m. at the Still Pond United Methodist Church, Still Pond, Md., Director Warren A. Knutsen announced.

Guest speaker will be Robert M. Dever, Inter-State assistant general manager. Dever will

review the cooperative's goals for the coming year and will discuss the dairy provisions of the 1985 Farm Bill.

Walter T. Morris III, District 10 president, will conduct the meeting. He will present a 25-year membership plaque to John Carvel Sutton, Kennedyville, Md.

Inter-State Milk Producers' Cooperative District 10 covers Cecil and Kent counties, Md.

### Inter-State District 21 sets meeting

SOUTHAMPTON, PA. — The Fulton County Local of Inter-State Milk Producers' Cooperative District 21 will hold its annual dinner meeting March 14 at 7 p.m. at the Hustontown Fire Hall, Director H. Karl Beegle announced.

Guest speaker will be Laura E. England, Inter-State public relations manager. England will review the cooperative's goals for the coming year and will discuss the dairy provisions of the 1985

Farm Bill.

R. Boyd Cromer, Fulton County Local president, will conduct the meeting. He will present a 25-year membership plaque to Pine Tree Farm, Harrisonville, and a 50-year membership award to C. Kenneth, K. Earl and Tim Gordon, McConnellsburg.

Inter-State Milk Producers' Cooperative District 21 covers Bedford and Fulton counties and part of Huntingdon County.

## ADADC launches Hispanic campaign

BY JAMES H. EVERHART  
SYRACUSE — "Milk America's Health Kick" may be "La Moda de Hoy es Leche Fresca."

But the message in the new advertising campaign being launched by the American Dairy Association and Dairy Council, Inc. is still the same: drink milk.

The ADADC's new program, unveiled at the organization's recent annual meeting here, is directed specifically at New York City's Hispanic population, the most important Spanish-speaking market in the country, and one of the largest in the world.

The "Anglo," or English-speaking population may doubt the need for or the effectiveness of a campaign oriented to Hispanics.

But a series of ads directed at the Spanish-speaking population can be justified as a good business decision, according to Marcelo Salup, director of strategic

planning at DMB&B/Latinoamericana, a subsidiary of the ADADC's ad agency, Darcy, Masius, Benton & Bowles.

With 20 percent of New York's population, the Hispanic population is a "huge, sub-sub market," that is easy to reach and is a good prospect for increasing milk sales.

The market is "easily segmentable" because of the language differences, Salup noted. According to surveys, 64 percent of New York Hispanics use Spanish in their homes, and only 44 percent rate their proficiency with English as good or very good.

The language barrier, Salup added, actually creates an opportunity to target the market quickly and efficiently. In New York City alone, there are six Hispanic radio stations, two television stations and eight newspapers, all of which cater to this large group.

Hispanics spend about 25 percent of their disposable income on food, and their families are larger and more likely to have young children. Fully 70 percent of the Hispanic population, he said, is under 35, compared to about 50 percent of the general population.

And studies clearly show that Hispanics are already heavy users of whole milk.

Furthermore, the advertising industry has discovered that Hispanics appreciate a campaign that is tailored to their eyes and ears, with complete translations and Spanish-looking people.

That information has made specially designed Hispanic campaigns the fastest-growing segment of the advertising industry, in fact.

In order to reach this market, the ad firm has developed a television commercial that translates the ADADC's "Health Kick" positioning into Spanish.

To create continuity and make the best use of existing footage, the agency used the same visuals as the "Anglo" commercials, using a variety of views, but only a few closeups of people who were clearly not Hispanics.

A new version of the musical theme was recorded, with a definite Latin beat and translation of the lyrics into Spanish. The message remained essentially the same, however, in order to create maximum transference among Hispanics who see the campaign in both English and Spanish.

Preliminary testing indicates the campaign should do well among New York's Spanish population, the ADADC says. The campaign, which began last month, will be tested in greater depth in coming months.

### January milk production increases eight percent

WASHINGTON — U. S. milk production in January surpassed year-earlier levels for the 11th consecutive month, as officials began to express concern about the size of the seasonal increases that will begin in just a few months.

The nation's milk output in January was 12.18 billion pounds, an increase of 611 million pounds over December's total and 885 million pounds, or eight percent, more than the January 1985 total.

Cow numbers in January climbed about 3.5 percent over 1984

levels, to 11.16 million, while production per cow was up 4.5 percent to 1,091 pounds.

In Pennsylvania, production was up 10 percent to 856 million pounds. Cow numbers averaged 741,000, or 6,000 more than year-earlier totals, and production per cow was up 95 pounds, to 1,155.

In the Mid-Atlantic region, New York's production was up eight percent, while in Maryland, milk output increased 10 percent over last November's total.

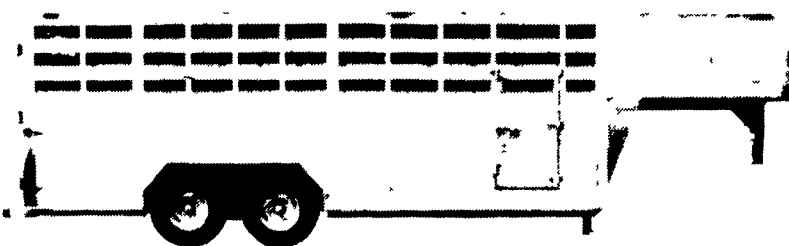
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