Dairy panel stresses marketing, consumer awareness

BY SALLY BAIR Staff Correspondent HARRISBURG - It was the dairy panel which drew the biggest audience at the Future of Pennsylvania Agriculture Conference, and it may have raised the most unanswered questions.

The one thing panelists and audience seemed to agree upon was that the dairy industry faces tremendous changes, and to be successful the industry itself must change. The other area of agreement was that there is a great need for better, more innovative marketing.

Beverly Minor, manager of The Spring House dairy store in Washington County, told the group that marketing must be the number one priority of the dairy industry. She said, "We must be constantly aware of the market



Dairy panelists at the Future of Agriculture Conference included: left, Earl Fink, Pennsylvania Milk Dealers Association; William Moore, Chester County dairyman; Paul Wangsness, moderator; Beverly Minor, manager of The Spring House Store and dairy farm wife; and Dr. Paul Hand, Interstate Milk Producers Cooperative.

and what it wants." She and her husband Samuel and their five children operate the store on their dairy farm.

The four items which sell, according to Minor, are two percent milk, calcium, yoghurt and cheese, and it is these four items which should be marketed heavily. She said the industry should be taking advantage of the current interest in calcium and osteoporosis and watch for forthcoming research on the importance of calcium in reducing hypertension and colon problems.

Dr. Paul Hand, general manager of Interstate Milk Producers Cooperative, agreed with Minor. saying there needs to be more effort made to convey to the public current research on milk products and cholesterol.

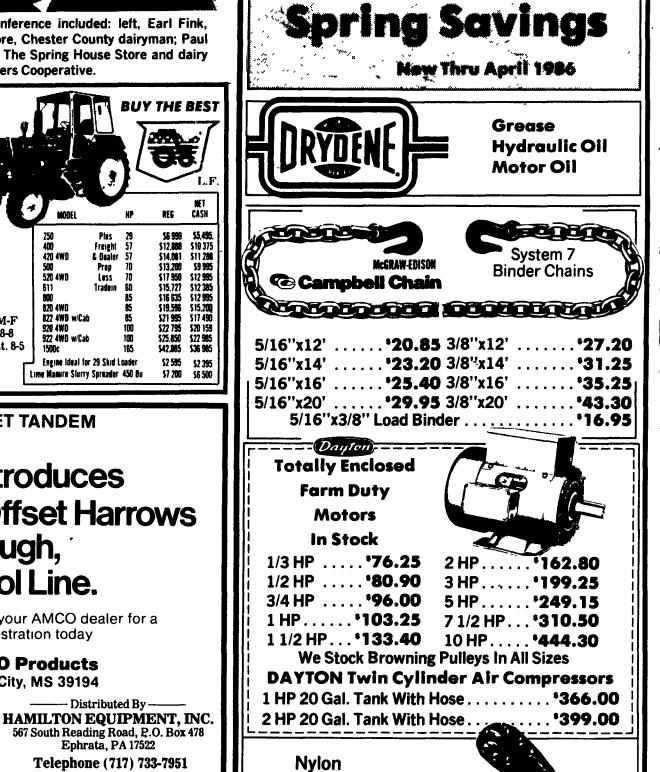
Earl Fink, executive director of

the Pennsylvania Milk Dealers Association, also supported better marketing efforts. He said, "We should capitalize on the favorable publicity. Milk is now in the news in a positive manner. The industry must continue to develop new products to suit the needs of consumers.'

In his remarks as a panelist, Chester County dairyman William P. Moore, also challenged cooperatives to develop new products.

Minor said homemakers are interested in foods that will keep families slim. "We have a light product," she said, adding that it could be a real growth area of the fluid milk market if marketed properly.

She told the audience that yoghurt sells. "It is a healthful (Turn to Page A29)



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1¾"

2"

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