



## Show-Ease earns Badger sales honors

Murry A. Thorndycraft, left, president of Badger Northland, Inc., congratulates Carolyn and John Kreider Jr. of Show-Ease Badger, Lancaster, after the firm won the 1985 President's Club, Liquid Manure Systems and Solid Manure Systems Awards at Badger's 1985 National Dealer Convention held recently at Kaukauna, WI. The local firm was recognized for its outstanding sales achievement by finishing among the top ten dealers in sales for the year.

## Budget approved by Dairy Board

The National Dairy Board approved its budget for the 1987 fiscal year, May 1, 1986 to April 30, 1987, at its recent meeting in Portland, Oregon, March 13-14.

Revenue is expected to total \$80.8 million. This is about \$2 million less than in 1986, due to the anticipated effect of the whole-herd buyout.

Advertising and sales promotion was allocated \$60.3 million; nutrition research and education, \$8.6 million; and product research and development, \$4.6 million.

The industry communications and public relations budget was set at \$700,000, and the Board's new Export and Military Sales enhancement program was allocated \$100,000.

The Board is also throwing considerable resources behind an imaginative new concept: creating Dairy Research Centers at land-grant universities, where physical facilities, dairy operations, equipment and professional faculty will be concentrated. Such Centers will provide a new foundation for the development of infrastructure for educating and training dairy food scientists for industry, academic and public service careers.

The Board will provide approximately \$1.5 million a year for

the program. It is hoped that Board funds will serve as a catalyst for additional funding. Each Center will receive approximately a third of its funding from the Board with others, including the university and local industry, contributing the remainder.

Requests for proposals for dairy centers will be sent to all land-grant universities in the next several weeks.

Two more product research projects were approved for funding, bringing to 43 the number the Board now supports. They are "Reduction of Cholesterol in Milk by Bacteria," at the University of Minnesota, and "Use of Radiolabelled Milk Proteins to Quantify Thermally-Induced Interactions," at the University of California.

In advertising action, the Board approved the second butter commercial. Due to begin airing in April, the ad features a mother and young son baking a variety of delicious foods with real butter.

Also approved were the first four of 12 print ads for the upcoming year-long non-fat dry milk campaign, which is a cooperative venture between the Board and the members of the American Dry Milk Institute.

The promotion will be aimed at people who buy non-fat dry milk for use in the baking, prepared foods and dairy industries. Print ads will appear in trade publications targeted to non-fat dry milk buyers. The Board is spending \$160,000; the Dry Milk Institute, \$95,000.

Finally, the entire Board toured the facilities of the Oregon Health Sciences University, home to several Board-supported researchers, including Dr. David McCarron.

Dr. McCarron is the nation's premier researcher into the relationship between calcium and hypertension. He gave the Board members an update on his work and a first-hand look at the laboratories and physical plant behind his work.

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University of Delaware	370XS	142.5 bu/acre	129.1 bu/acre
University of Delaware	760XS	169.2 bu/acre	144.5 bu/acre
University of Maryland	760XS	167.1 bu/acre	151.2 bu/acre

\*Copies of regional test results are available upon request.

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