

Products and Promotions

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Prior to the development of any new product, market research into consumer needs and wants is conducted. Basic technology from the university level is needed to develop products from the market research. These technologies are then transferred to the manufacturing process.

Extensive consumer testing follows each phase of development. Product refinement is based on the feedback from the consumer.

"Half the battle is before a product goes to market," O'Donnell stated. The next phase is selecting a manufacturer, packaging and advertising.

"We select a manufacturer that will be able to give us the widest distribution," he said. "We want what's best for the dairyman, since the total program is funded by the producer."

The producers provide funding through the 15 cent checkoff program and they benefit through increased sales. Answering market changes with new products has generated an increase in sales, and, in turn, increased profits for the producer, O'Donnell noted.

"It is all tied together and it is all tied to the producer," he said.

Product development will be enhanced to a greater extent in the coming year through the nationwide establishment of Dairy Food Science Research Centers.

"We use technologies not yet applied to dairy processing to develop new products," said Anthony J. Luksas, Ph.D., president of DRINC. "These processes enable us to develop all-dairy foods. We don't anticipate using additives that could alter taste or texture."

DRINC coordinates research work on a national level to insure that research efforts are not duplicated.

In addition to funding new product development, the 15-cent checkoff provides money for advertising and promotion.

New billboards, commercials, and ads promoting milk and dairy products will appear this summer.

The Pennsylvania Dairy Promotion Program will be highlighting ice cream with the theme "Summer Love." Radio spots based on the theme will focus on a couple describing their first summer love — ice cream. A "summer love" billboard will tempt passersby with two heaping ice cream cones.

Ice Cream Sundae Tuesday is

scheduled to take place on the Capitol's steps in Harrisburg, Tuesday, June 24. Keystone Ice Cream Dealers will be distributing free ice cream sundaes to visitors. The sundaes will require over 2,000 gallons of ice cream and a variety of tasty toppings.

MAMMA will be focusing on the theme "Milk has less than four percent fat." Billboards featuring Betty Boop started on May 15. Cal Ripken, Jr. and Mike Schmidt billboards will go up in July.

Commercials will feature such celebrities as Pam Shriver, tennis player; Bobby Jones of the Philadelphia 76ers; Bob Carpenter of the Washington Capitals; the Three Stooges, and Oliver Hardy professing their amazement at milk's low fat content.

Billboard and commercials from the ADA and the National Dairy Board will proclaim "Milk, America's Health Kick." "Refreshing and energetic" were descriptions used by those previewing the commercials at the National Dairy Board's annual meeting.

All of the promotion agencies are aiming at presenting milk as a tasty, energy filled, stylish beverage.

The ultimate aim of the new product development and the promotions is to increase utilization. Statistics from the past

two years indicate the agencies are accomplishing their goal.

A National Dairy Board study showed commercial disappearance has increased 7 percent in the past two years. Cheese use is up 12 percent and butter has increased 5.7 percent.

Everything from producing milk, to promoting it, to researching new dairy products originates with the dairyman, and is tied to a larger circle of support groups. The big picture is putting more milk in consumer's homes and improving the dairy outlook for everyone.



Billboards which will be tempting motorists this summer feature ice cream, sports stars, and cartoon characters.



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Salute to the Dairy Industry

During this time of economic hardship in the dairy and farming community, it is especially important that we recognize and applaud those people who have greatly contributed to America's health and wealth. It's a privilege to work with and for the dairy farmers of our area, and to lend our support. We're behind you 100%!

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