

Local Groups Gear Up For Second Half Promotions

HARRISBURG — Local milk promotions won't wind down with the close of June Dairy Month. Not if the Pennsylvania Dairy Promotion Program has anything to do with it.

Forty county groups received a fresh start July 1 with a matching fund allocation of \$28,637.90, according to Don Duncan, chairman of the Advisory Board, which oversees the Pennsylvania Dairy Promotion Program. The money must be spent during the July to December promotion period.

The enterprising Berks County Farmers Association, with plans for eight major promotions, is the high-placing group recipient with \$3,115. Cambria 4-H Dairy Club trails with \$65 for milk promotion at the Legion Fair.

"It's the hundreds of volunteers that make these promotions so effective," says the Robesonia dairymen. "With their help, we get twice the promotion for the buck."

The "we" are the 4,000 dairymen who contribute \$2 million annually to the Pennsylvania Dairy Promotion Program.

Ice cream lovers will get a break in at least eight Pennsylvania counties. A giant ice cream sundae will highlight a mall promotion by the Blair Dairy Promotion, while the Lebanon County Dairy Promotion Committee will build a mammoth banana split during Farm-City Week in November.

The Berks County Farmers Association plans an ice cream eating contest on Agriculture Day in Penn Square, Reading, and a giant banana split at Dairy Night with the Reading Phillies. Free ice cream will be part of a mall promotion by the Montgomery County Dairy Princess Committee.

The Central Region Young Dairymen will celebrate National Ice Cream Day, July 13, by handing out free ice cream cones. Not to be outdone, the Jefferson County Promotion Committee will give away a free ice cream party, the Mercer County committee will hold an ice cream social, and Warren County promoters will stage a summer festival with a king-size banana split as the center of attraction.

Four other committees in Bradford, McKean, Tioga and Wyoming-Lackawanna counties, were given help in purchasing milkshake and soft-serve machines.

Local fairs were targeted by dairy promoters in Berks, Cambria, Cumberland, Elk, Franklin, Greene, Lebanon, Somerset, Susquehanna, Washington, Wayne and Westmoreland counties, with milkshake giveaways set for the Washington County fair.

The Pennsylvania Dairy Promotion Program budgeted \$70,000 for local funding in 1986, according to Duncan. Approximately \$34,254 was matched by 41 local committees for the January-June promotions.

Here are the local milk promotion committees, their projects and total matching funds allocated for the July to December period:

Adams County Dairy Promotion Committee—Radio advertising; Gettysburg midget football promotion, "Christmas Shoppers Warm-up" essay contest in elementary schools, \$595.

Armstrong County Dairy Princess Committee—First baby in June Contest, Real Seal collection contest in elementary schools, ice cream and t-shirts, radio advertising, \$120.

Blair County Dairy Promotion—Mall promotion and Farm-City Week promotion, giant ice cream sundae, display, and recipes, radio advertising and trivia contest, grocery store promotions, \$607.50.

Berks County Dairy Farmers Association—Dairy night with the Reading Phillies, Dairy Festival, Reading Fair milk drinking

contest, school promotions, grocery store and mall promotions, food demonstrations, radio advertising, Ag Day on Penn Square, ice cream eating contest, \$3,115.

Bradford County Milk Promotion Board—Radio advertising, milkshake machine, \$1,900.

Butler County Dairy Promotion Committee—Advertising in Butler Farm Show booklet, "Special Olympics" at McDonald's, radio advertising, \$625.

Cambria County 4-H Dairy Club—Milk promotion at Legion Fair, \$65.

Central Region Young Dairymen—Give away ice cream cones on National Ice Cream Day, \$75.

Chester County Milk Promotion Committee—Radio advertising, \$450.

Clarion County Holstein Club—Town and Country Day, radio advertising, \$1,450.

Columbia County Dairyman's Promotion Committee—Radio advertising, \$1,800.

Cumberland County Dairy Princess Committee—Radio advertising, supermarket and mall promotions, school promotions, promotions at Shippensburg and Carlisle Fair, Farm-City activities, \$765.

Elk County Farmers Association—Promotion at Kersey Fair, \$182.

Franklin County Dairy Promotion Committee—radio advertising, promotions at fairs, displays, and craft days, Farm-City Day, non-farm promotions, school promotions, and store promotions, \$1,177.

Fulton County Milk Promotion Board—Radio advertising, \$450.

Huntingdon County Dairy Promotion Committee—Mall promotion, school promotion, restaurant and supermarket promotions, \$500.

Indiana County Dairy Promotions—Radio advertising, mall promotion, \$466.

Jefferson County Dairy Promotion Committee—Radio advertising, ice cream party give away, \$800.

Juniata County Dairy Promotion Committee—Promotion at Juniata County Fair, Richfield Dutch Days parade and fair, supermarket and mall promotions, milk spotter in restaurants; free butter to winner, \$825.

Lancaster County Dairy Promotion Committee—Recipe brochure featuring Lancaster County Dairy Princess' recipes, supermarket promotions at five stores, school promotions, mall promotion, \$717.50.

Lebanon County Dairy Promotion Committee—Dairy bars at dairy shows during Lebanon County Fair, Farm-City week promotion; build giant banana split, radio advertising, \$1,054.90.

Lycoming County Dairy Association—School promotions, supermarket promotions, \$200.

McKean County Dairy Promotion—Triple shake machine, radio advertising, \$1,008.

Mercer County Dairy Promotion Committee—Radio advertising, supermarket promotions, school promotions, cow coloring contests at three McDonald's, dairy promotion at Stoneboro Fair, parades, ice cream social, \$1,957.

Mifflin County Dairy Promotion Council—Radio advertising, \$450.

Montgomery County Dairy Princess Committee—Cow coloring contest at elementary schools, mall promotion with ice cream give away, promotions at homes for the elderly, supermarket promotions, \$525.

Penn State Dairy Science Club—Newspaper advertisements, \$120.

Schuylkill County Dairy Association—School and store promotions, radio advertising,

\$1,655.

Snyder County Holstein Club—Radio advertising, \$450.

Somerset County Dairy Promotion Committee—Milkshake machine, mall promotion, radio advertising, booth at county fair, Farm-City Days mall promotion, \$932.85.

Southwest Dairy Promotion, Westmoreland County—Promotion at McDonald's, Heritage Festival; parade and exhibit, Westmoreland Co. Fair, purchase two copies of the book Milk Shakers for local libraries, \$365.

Sullivan County Dairy Festival Committee—Placemats, coloring contest, ad in Sullivan County Tourist Guide, advertising at Little League game, \$250.

Susquehanna County Dairy Princess Committee — Promotions at malls, grocery stores, banks and high school assemblies, Real Seal collection contest at elementary schools, Harford Fair Promotion, \$200.

Tioga County Dairy Promotion — Radio advertising, school promotion, purchase used soft-serve ice cream machine, store promotions, agriculture products day promotion; butter and ice cream making, \$1,175.

Warren County Dairy Promotion Committee—Summer Festival with giant ice cream sundae, \$100.

Washington-Greene County Dairy Promotion Committee—Ice cream promotion during July, milkshake give away at Washington County Fair, \$121.75.

Wayne County 4-H Clubs—Redeem Real Seals from dairy products at Wayne County Fair, radio trivia contest, \$375.

Dairy Marketing

Wyoming Lackawanna Dairy Princess Committee — Purchase milkshake machine, \$95.40.

York County Dairy Princess Committee—Radio advertising, \$450. York County Holstein Club—Radio advertising, \$450.



Dairy Princesses and ice cream head the schedule of July to December milk promotions on the county level promotions. Over \$28,000 of matching funds were distributed by the Pennsylvania Dairy Promotion Program for the second half promotions.

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