

Milk Advertising Continues Growth

Lancaster Farming, Saturday, August 30, 1986-A17

WILLIAMSPORT - The American Dairy Association and Dairy Council is continuing its expansion of milk advertising programs directed at consumers in ADADC's marketing area. These programs were reviewed for local dairy producers at the District 19 meeting of ADADC, held Aug. 27 in Mifflinburg. This is the first in a

series of meetings which ADADC will be holding to inform dairy producers about milk promotion. Roberta Bronson, ADADC dairy marketing specialist, was the main speaker for the evening. According to Bronson, ADADC has developed a total promotion program for milk ranging from radio and television ads to restaurant and supermarket

promotions. She stated, "We are trying to get our message out to the consumers in as many ways as possible. This is done by placing our messages wherever milk products are bought or consumed in order to reinforce our media advertising."

The restaurant and foodservice area has been one of the largest areas for expansion for ADADC during 1986. Dairy promotions have been coordinated with several restaurant chains, including a back-to-school promotion with Perkins. In this promotion, which takes place this fall, consumers who purchase a glass of milk at Perkins restaurant will receive a free book cover which contains a milk advertising message. Over 50,000 book covers will be distributed throughout ADADC's area.

Since a significant amount of Pennsylvania's milk is sold in New York City, ADADA continued its promotion efforts in this area. They coordinated a successful ice cream promotion with the McDonald's chain this past summer. Consumers were able to save 25 cents off the cost of all McDonald's ice cream products by presenting a Real Seal at the time of purchase. This program will run nationally next summer based on the success of this initial promotion.

Media advertising continues to be the backbone of ADADC's program. Two new television ads

were developed for the New York market this year. The first featured New York Mets' All-Star Darryl Strawberry as milk's latest spokesman. The other is a Spanish milk ad directed at New York's significant Hispanic population. Both of these new ads are coordinated with the generic milk promotion ads being sponsored nationally.

Following Bronson's presen-

tation, elections were held for the district committee. Elected were: John Walter, three years; Fred Epler, three years; Jim Sanders, three years; and Ken Shuuck, two years. These people will represent the counties of Bedford, Blair, Centre, Clinton, Columbia, Fulton, Huntingdon, Juniata, Lycoming, Mifflin, Montour, Northumberland, Perry, Snyder, and Union.

Westminster Livestock Auction

Hagerstown, Md.

Tuesday, August 27

Report supplied by auction

SLAUGHTER COWS: \$1.00 lower. High Yield None Offered. Utility 34.00-37.75; Cannors 30.00-34.00; Shelly 29.00-Down. Bulls-Steady. Few Good Medium Wghts. 46.00-47.00. Fed Steers- Good Run. High Choice 59.00-62.00; Low Choice 56.00-59.00; Good 48.00-54.00. Fed Heifers- Choice 52.00-54.50; Good 48.00-51.00. Veal Calves- 130 hd. Mostly Steady. Good & Choice 200-270 lb. 64.00-66.00; Stocky/Thin Few 150 lb. 35.00-40.00. Killers 80-110 lb. 37.00-42.00; Weak/Rough 30.00-Down. Farm Calves- Holstein Bulls 100-125 lb. 65.00-76.00; 90-100 lb. 50.00-70.00; Beef Cross Bulls & Hfrs. 85-130 lb. 45.00-61.00; Holstein Heifers Few 95-110 lb. 45.00-50.00. Butcher Hogs- \$1.00 Lower. US #1&2 1 lot 213 lb. at \$62.00; 215-240 lb. US 1 & 3 61.00; 240-260 lb. US 1 & 3 59.00-60.00; 300 lb. to 49.00. Sows- 30 Hd. Strong Demand. #2 370-470 lb.

\$53.50-54.75; #3 350-500 lb. 49.00-52.50; #3 500-650 lb. 52.00-53.75; 2 hd. 760-775 lb. 49.75. Boars- 550-750 lb. \$38.75-39.75.

STOCK CATTLE- 65 Hd. \$2.00 Higher. Steers- 300-500 lb. Choice \$62.00-64.00; 500-800 lb. Hol. & Hol. X 41.00-48.00; 850-975 Beef Type 49.00-55.00. Heifers- 300-500 lb. Choice \$54.00-58.00; Good 49.00-53.00; 500-700 lb. Good 46.00-50.00; 700-900 lb. Good 43.00-46.50. Bulls- 200-300 lb. Good \$54.00-58.00; 300-500 lb. Good 50.00-58.50; 2 Hd. 950-1050 lb. 45.00. Lambs- 39 Hd. \$#.00 Higher. 95-120 lb. Choice \$65.00-70.00; Good 56.00-61.00; 70-90 lb. Choice 65.00-69.00; Good 62.00-65.00; 50-70 lb. Choice 69.00-72.00; Good 64.00-68.00; Sheep- 35 hd. 18.00-34.00; Mainly 23.00-28.00; Goats- 38 hd. Prices Per Hd. Large \$45.00-63.00; Medium 35.00-45.00; Small 20.00-35.00. Pigs & Shoats- 218 Hd. Strong Demand. 25-35 lb. \$38.00-49.00; 40-60 lb. 47.00-54.50; By The Lb. 34 Hd. 33 Lb. At 152.50; 69 Hd. 44-47 lb. At 138.00-140.00; 7 Hd. 103 Lb. 70.00; Stock Boar- 1 Pure Bred 230 Lb. At \$77.00; 200-250 lb. 47.00-48.00; 290-375 lb. 41.50-43.00.

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