

Dairy Promotion Board Adopts Trade Policy

ARLINGTON, Va. — The National Dairy Promotion and Research Board adopted a trade policy statement aimed at ensuring fair world-wide competition for American dairy products during its September 29 to 30 meeting in Madison, Wis.

"This policy statement is the first of its kind for the products of the U.S. dairy industry," said Board Chairman Ivan Strickler. "Due to the magnitude of the issue, we strongly urge its adoption."

Specifically, the Board policy statement recommends the following:

- That it be the Export Trade Policy of the United States to provide access for the products of American Agriculture to all international markets on a basis equal to that enjoyed by the agricultural products of all other exporting countries, particularly those with competing products.

- That export subsidies, or their equivalencies by other names, be used by the United States only for the purpose of meeting commercially competitive price ranges for the commodities involved in the countries where offered for sale or sold. Further, that export subsidies, or their equivalencies, not be used to obtain an unfair or disproportionate share of any market.

Representatives of the National Dairy Board will communicate the policy statement to the U.S. Secretary of Agriculture, the trade

representative of the U.S., the appropriate Congressional Committees and other dairy industry organizations.

The Board also authorized the initiation of a study to gauge consumer reaction to dairy products made from milk produced by cows treated with bovine somatotropin. The research will measure the level of consumer concern about the perceived effects of the substance and the potential impact on dairy product sales. Since a significant amount of meat products are obtained from dairy cows, consumer reaction to meat from treated herds also will be measured.

Other research action included approval for the creation of an advisory committee and guidelines for a study of consumer preference on the solids content of fluid milk. The National Dairy Board will enlist the help of other dairy organizations for the preliminary stages of this project.

The Board also approved an amended budget which reflected a \$2.6 million reduction in revenue, from \$79.9 million to \$77.3 million for the fiscal year ending April 30, 1987. This revenue reduction is based upon the latest USDA milk production figures which reflect the effects of the Dairy Termination Program.

In the area of nutrition education, the Board authorized expenditures of up to \$3.5 million, an increase from last year's

program. For this effort, the Board has identified teens and physicians as the key audiences for nutrition messages. In addition, the National Dairy Board will fund Cooperative Extension Service efforts to expand senior citizen information programs with nutrition education materials.

Product research activity included Board approval to request proposals on research designed to determine the infectious dose of *lysteria monocytogenes* and develop appropriate testing methods for the bacteria. This project continues Board efforts in

conjunction with the Milk Industry Foundation, National Cheese Institute and other dairy organizations to identify research information that will keep a strong public confidence in dairy products.

For a new promotion effort, the Board took action to install point-of-sale materials in three Army Commissaries. This test activity could lead to greater dairy promotion efforts for the military market.

In addition, the Board approved a test coupon program to determine the value of couponing as a means to increase butter sales

The coupons, to appear in a limited number of markets, will be released three times in 1987 — during the spring, summer and fall. The test will be carefully monitored to determine the ultimate benefit of generic couponing for the dairy industry.

Regarding the structure of national dairy promotion, the Board reaffirmed its willingness to work with the United Dairy Industry Association, COW Dairymen, Inc. and other dairy promotion groups to develop the most effective and efficient program structure.

Allentown Pizza Store Honored

WILLIAMSPORT — Feast-A-Pizza located in Allentown is a first place winner in the "Real Cheese Pizzamaker" contest sponsored by the American Dairy Association and Dairy Council. As first prize winners, the store owners will be awarded 300 pounds of mozzarella cheese.

Feast-A-Pizza is owned and operated by Frank and Tina Bubba. During their three years in business they have developed a successful operation, with the goal of providing customers with first quality food.

Part of this quality focus is the use of real mozzarella cheese on their pizza — no imitations. As owner Frank Bubba stated, "I'd

use real cheese even if I weren't a prize winner." He feels that you only have one choice in selecting cheese for pizza, and that's real dairy cheese.

The Real Cheese Pizzamaker program was developed by the American Dairy Association in order to encourage the use of real dairy cheese in pizza store operations. Since the program started, ADADC has signed over 1,000 pizza stores in New York, New Jersey and Pennsylvania into

the program. By signing an agreement, pizza stores agree to use real cheese on their pizza. In return they receive free promotional materials from the ADADC, including table tents and decals, and qualify for contest prizes.

The American Dairy Association and Dairy Council is a generic dairy promotion organization, funded and directed by 20,000 dairy farmers from Pennsylvania, New York and New Jersey.



Frank Bubba, left, owner of Feast-A-Pizza accepts plaque from Roberta Bronson, dairy marketing specialist for the American Dairy Association and Dairy Council.

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