

Dairy Board Appoints Committee To Study Single Promotion Structure

ARLINGTON, Va. — The National Dairy Promotion and Research Board has appointed a Committee to discuss the development of a single national dairy promotion structure with the National Milk Producers Federation Committee. The action was taken during the Board's Dec. 5 meeting in Las Vegas, NV.

Other action taken at the Board meeting included the approval of:

- Four new television commercials for the 1986/1987 calcium campaign.

The new television effort, aimed at women aged 25 to 64, contains a stronger message than the two previous campaigns. The commercials are more product specific and inform consumers of the calcium content of various dairy products.

The two 30-second and two 15-second spots tagged "What Could Be Simpler?" are expected to begin to appear on network television in January.

- Production and additional

research on a "back-up" cheese commercial.

The new cheese campaign will contain a more focused nutritional message than the current variety/versatility messages currently on the air. Tests will be conducted on the finished commercials to determine the effect of the new message on consumers.

At a later date, the Board will consider if additional testing should be scheduled to determine whether the new campaign should replace the existing cheese advertising. In the meantime, the NDB will monitor market testing and other indications to gauge the effectiveness of the cheese commercials currently on the air.

- The elements of the 1987 ice cream advertising campaign.

The "Taste Summer" commercial aired in 1986 will be used as the basis of the 1987 effort. This 30-second commercial will be supported by the production of a new 15-second spot.

The Board also approved the \$4.9 million media plan outlined to

support the campaign.

- New nutrition/biomedical research projects.

A total of \$805,683 was allotted to 14 new nutrition/biomedical research projects. The research primarily focuses on the role of calcium, with lactose tolerance identified as a new area of exploration.

The funding for 29 continuing nutrition research projects was approved by the Board in October. This brings the total 1987 commitment to nutrition/biomedical research to \$3.86 million for 43 projects.

- New product research projects.

Funding in the amount of \$402,193 was allocated to five new product research projects for 1987.

Four of these projects were selected from a group of 10 recommended by the Board's

Science Advisory Committee.

Two of these, considered high priority projects, were submitted by Larry L. McKay, Ph.D., University of Minnesota and Todd R. Klaenhammer, Ph.D., North Carolina State University. Both investigators are top researchers in the field of biotechnology as it relates to the genetic engineering of microorganisms significant to the dairy industry.

The additional project, on listeria, will be funded jointly by the Board and the Milk Industry Foundation.

To date, the Board is funding a total of 55 product research projects, 16 of which have been approved for funding since the beginning of the present fiscal year at a cost of \$1.1 million.

- Audit report.

The Board received a report on the completion of an audit survey

of responsible persons in Pennsylvania.

The survey included on-site audits to ensure the accuracy of milk marketings and state/regional promotion credits claimed in reports to the Board.

The Board periodically conducts audit surveys when it determines they are necessary to supplement the audit services provided by the U.S. Department of Agriculture. These surveys are conducted by auditors experienced in milk handler audits.

The audited individuals represent a portion of the responsible parties who produce the 16 to 18 percent of all milk which is not regulated by federal milk marketing orders or the California state marketing order. Prior surveys had included audits of handlers in North Carolina, South Carolina and Wisconsin.

Courter Herd Completes Fifth Year On Top In Clinton County

LOCK HAVEN — For the fifth year in a row, Paul L. Courter of Mill Hall R.D. 2, has won the Clinton Dairy Herd Improvement Association award for having the highest producing herd in the county. His 88 registered Holsteins averaged 19,264 pounds of milk and 707 pounds of fat in the past testing year. The award was presented at the 47th annual meeting held recently at the Nittany Grange Hall.

Other herds averaging over 600 pounds of fat were: Richard L. Schenck, Mill Hall, 675; Ronald H. Meyer, Loganton, 687; Tom and Grace Nicholas, Loganton, 661; Blair and Elaine Courter, Mill Hall, 644; Ward and Keith Carson, Jersey Shore, 626; Anthony and Caroline Graine, Mill Hall, 623; Harold Muthler, Loganton, 607; and Leslie B. Irvin, Beech Creek, 604.

The award for most improvement in milk production during the past year was won by Philip Hamner, Jersey Shore, whose herd averaged 17,946 pounds of milk and 582 pounds of fat which was an increase of 3,589 pounds of milk.

Long Lane Farm, Mill Hall, received the award for most improvement in fat production with an increase of 101 pounds.

An award for the cow producing the most milk and fat during the year in 305 days was won by Anthony and Caroline Graine, Mill Hall.

The 4-year-Holstein named Bunny produced 27,822 pounds of milk and 979 pounds of fat. Other top cows were: "Princess" owned by Richard L. Schenck, 25,665 milk, 929 fat; "Pat" owned by Paul L. Courter, 22,908 milk, 900 fat; and "#20" owned by Ronald H. Meyer, 21,996 milk, 893 fat.

During the 1985-86 test year 81 cows completed lifetime production records of a minimum 100,000 pounds of milk or 4,000 pounds of fat.

The top cows in Lifetime production are: "Lucky" owned by Paul Courter, 212,209 milk, 8,729 fat; "Pansy 2" owned by Paul Courter, 215,039 milk, 7,917 fat; "Katie" owned by Blair and Elaine Courter, 190,273 milk, 7,147 fat; and "Blacky" owned by Paul Courter, 190,554 milk, 6,977 fat.

DHIA Supervisors for Clinton County are: John Parks, Howard; Tom Fox, Mackeyville; and Ron Rishel, Rebersburg.

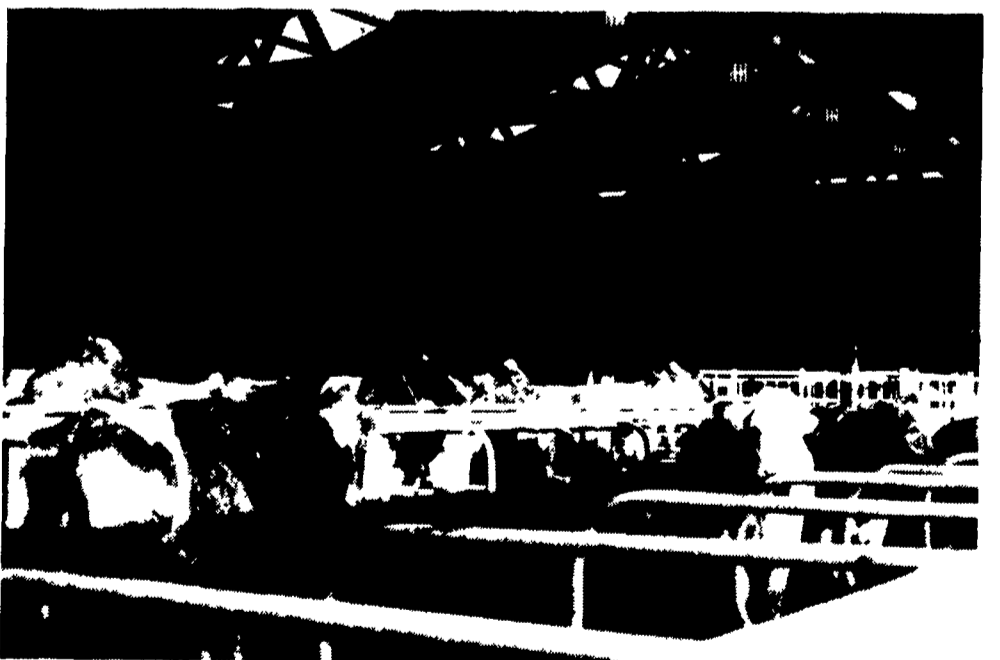
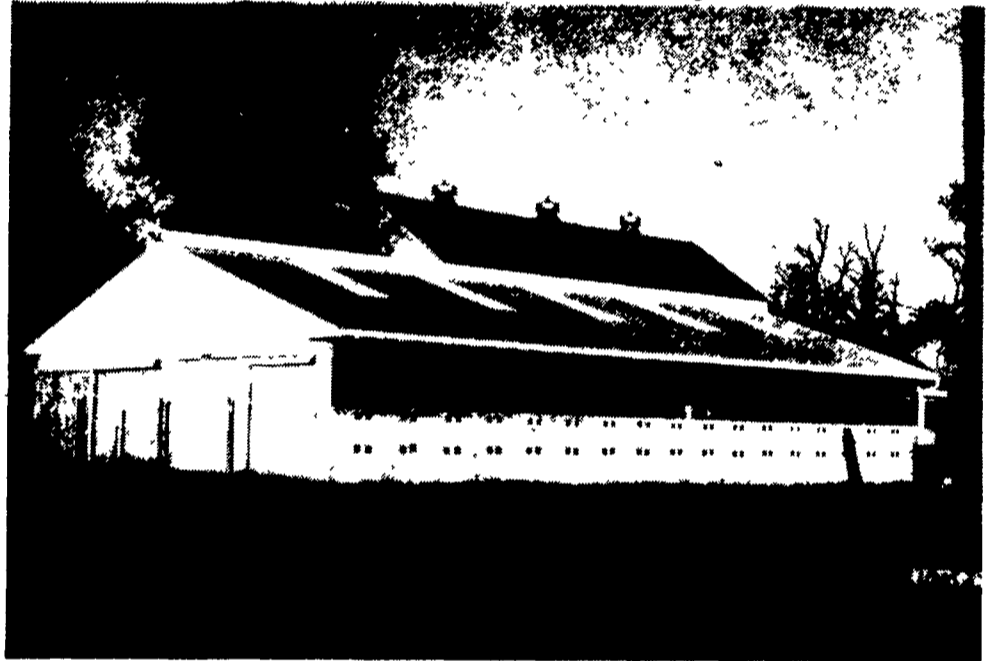
Directors of the Clinton County DHIA are: Paul L. Courter, Mill Hall; Robert Billman, Beech Creek; James Muthler, Howard; Terry Dickey, McElhattan; and Ronald Meyer, Loganton.

A SPECIAL THANKS

To

John & Ken Gingrich of Salunga, PA

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