

MAMMA Board Meeting

(Continued from Page A1)

\$932,988 to fund the work of local Dairy Council units. This funding pays for the salaries, administrative costs and program development costs of the units. It also pays for local implementation of the nutrition education programs developed by National Dairy Council and the local unit itself.

The 10 percent allocated to UDIA goes to support the advertising and promotion programs of the American Dairy Association, the nutrition research and nutrition education programs of National Dairy Council, and product and process research of Dairy Research, Inc. This funding goes towards production of television and radio commercials, print advertising, Real Seal advertising, foodservice programs, development of nutrition education programs by NCC and nutrition research.

Administrative costs are required to stay under five percent. They are currently at four percent. This funding goes to pay for the salaries, meeting expenses, capital expenses, rent and utilities.

The one percent spent on communications goes to fund a public and industry relations program. It also pays for the food publicity program that places articles, recipes and photographs of dairy foods in newspapers and magazines.

When all these programs are pulled together, the dairy industry has perhaps the most broad-based and in-depth advertising and promotion programs of any agricultural commodity.

MAMMA'S 1987 ADVERTISING PLANS

During the first quarter, the "Milk Has Less Than 4% Fat" campaign will conclude with four weeks of television advertising.

Then pending board approval, a new fitness campaign will be launched in second quarter. Based on consumer attitude surveys that indicate consumers are more inclined to drink milk for health and fitness reasons than for any other reason, the campaign takes a fitness positioning. MAMMA's Milk Team, comprised of credible and popular sports celebrities, Mike Schmidt, Cal Ripken, Pam Shriver and John Thompson, will give credence to the campaign slogan, "Milk Is Fitness You Can Drink." Four new television and radio commercials are currently in production that feature our Milk Team players endorsing our products. More details on the creative execution of the new campaign will be reported after the board has reviewed and approved the commercials for release. MAMMA is planning to buy television and radio air time for the commercials through the fall of the year.

Complementing this milk advertising will be television and print advertising for butter and cheese. As a regional member unit of the American Dairy Association, MAMMA has contributed over \$90,000 for butter advertising and over \$96,000 for cheese advertising. This money goes into a pool along with money from other ADA units for commercial production, talent costs, and national network media time. The cheese and butter campaigns began in September of 1986 and will run through August of this year. After August additional funding will probably be allocated for continuation of some form of advertising for these important dairy products.

"Fifteen Minutes to Fitness" by Pam Shriver is an exercise and recipe booklet currently in production by MAMMA. In the

booklet Pam Shriver outlines a 13 minute exercise program, followed by a two milk cool down with a glass of milk. The booklet also contains some of Pam's favorite contract installers to put up displays for the booklet in stores at the same time that they are installing the spring cheese promotion kits at the dairy case. Six in-store point-of-sale promotions have been planned for the year to influence the consumer when they shop. The point-of-sale promotion tie-in with television, radio and print advertising to make a very strong campaign.

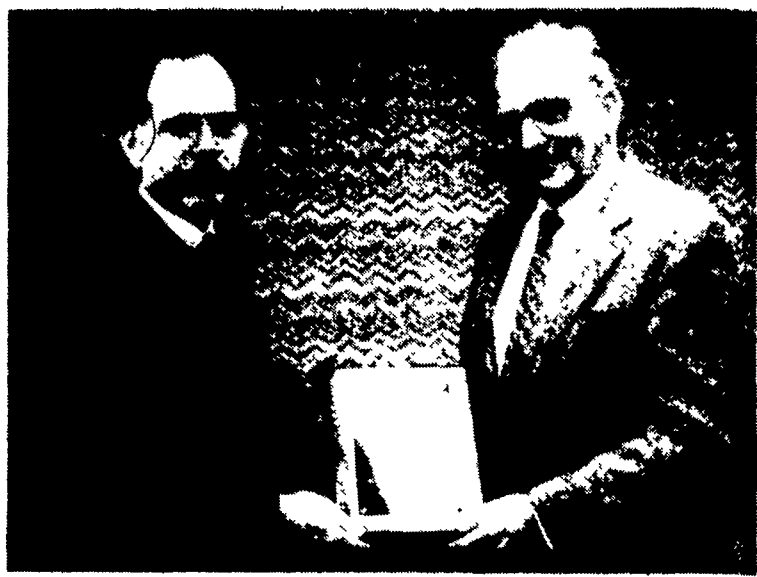
MAMMA's merchandising staff will continue to work with retailers to improve the sales potential of the dairy case by conducting Dairy Department Workshops.

With a new full-time staff person working in foodservice, the MAMMA organization is more committed than ever to increasing the sale of dairy products in restaurants, institutions and other away from home settings. Foodservice program elements include monthly publication of "Real Dairy Discoveries" in Restaurants & Institutions Magazine, Real Cheese Pizza Maker program, seasonal promotions, distributor contests, and foodservice operator recipe contests.

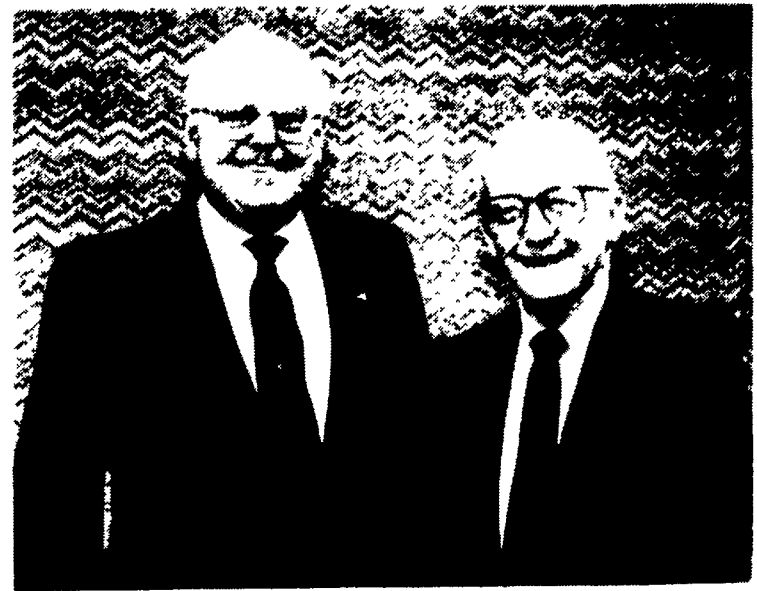
Food publicity release to food editors will continue to promote the use of dairy foods, while tying in with the themes of current advertising campaign. A food editors tour is being planned along with a dairy foods information file.

The communications program will continue to work to build favorable attitudes among consumers toward dairy foods and the dairy industry. The communications program will also work to report back to the industry to programs that are being conducted in its behalf.

When all the program elements are considered as a whole, it looks like another very promising year for dairy sales.



William Miller (left), Mid-Atlantic Food Dealers Association, presents a plaque to David Weitzer, chairman of the MAMMA board, in appreciation for the Dairy Association's efforts in promoting milk in the retail stores.



Edward Peterson, CEO of the United Dairies Industry Association, and Joseph Westwater, CEO of the National Dairy Board, participated in the MAMMA board meeting Wednesday morning.

1987 Pa. Holstein Convention Ticket Form

February 24-26, 1987
Wilkes-Barre, PA

Tuesday, February 24 -

Early Bird Reception - 9:30 p.m. Number attending _____

Wednesday, February 25 -

Breakfast on your own - _____ Tickets @ \$12.00 = _____
 Ladies Program - 11:00 a.m. - 1:30 p.m. _____ Number For Bus = _____
 Bus Tour to Sire Power and Taurus Service - 1:45 P.M. _____ Tickets @ \$10.00 = _____
 Sale Buffet - 4:30 p.m. - 6:00 p.m. _____ Tickets @ \$ 3.00 = _____
 Junior Pizza and Pool Party - 9:15 p.m. _____

Thursday, February 26 -

Awards Breakfast - 7:30 a.m. - 9:00 a.m. _____ Tickets @ \$ 3.00 = _____
 Continental Breakfast _____ Tickets @ \$ 5.00 = _____
 Full Breakfast _____
 Awards Program - 9:00 a.m. - 11:00 a.m. _____ Tickets @ \$20.00 = _____
 Convention Banquet and Reception - Reception - 6:00 p.m. - Banquet - 7:00 p.m. _____ Tickets @ \$12.00 = _____
 Junior Convention Banquet - 6:30 p.m. _____
TOTAL: _____

* NAME: _____

* (Please list all names as they should appear on name tags)

** JUNIORS: _____

** (Please list names of any juniors attending)

Address: _____

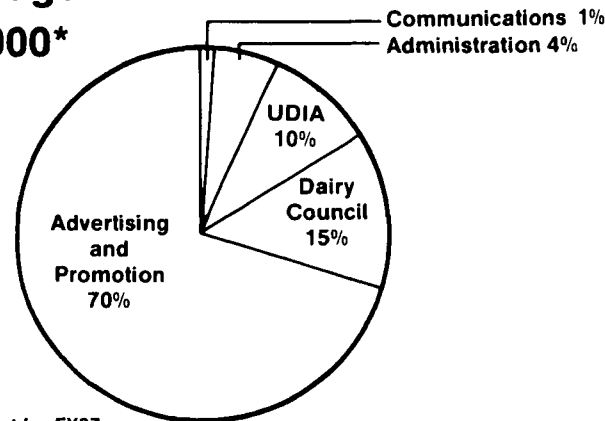
Phone: _____ County: _____

Send your order with check payable to: "1987 Pa. Holstein Convention"
 to: Robert Whipple, Treasurer R.D. #5, Box 249 Towanda, PA 18848

Ticket orders must be received by February 3, 1987. For lodging reservations contact: Sheraton-Crossgates, 20 Public Square, Wilkes-Barre, PA 18701, (717) 824-7100. Be sure to mention the Holstein Convention when making your reservations. **Deadline to assure your room is February 3, 1987.** Room rates: single - \$45.00, Double - \$55.00, Triple (3 persons over the age of 18 yrs.) - \$65.00, Quadruple (4 persons over the age of 18 yrs.) - \$75.00. Children under the age of 17 stay free with an adult in the same room. Credit card or deposit of one night's lodging is necessary to hold a room for arrival after 6:00 p.m.

Middle Atlantic Milk Marketing Area 1987 Budget

\$5,268,000*



*Projected budget for FY87
 The actual budget will be based on volume of production

