

# White Lite Gears Up For Spring Introduction

HARRISBURG — The White Lite milk campaign continues to dominate the Pennsylvania Dairy Promotion Program's efforts.

At Tuesday's meeting, held in the Department of Agriculture building, the board members finalized introductory plans for the promotion and marketing of the 2 percent milk in Western and Pennsylvania.

White Lite was introduced to the public at the Farm Show on Jan. 12. "The kind of reception we have had was better than we hoped for. It is really an item that has caught the public's eye," Jim Harteis commented. PDPP's chairman added, the product has "a lot of potential. It can do milk sales a lot of good. It can do our program a lot of good."

The board members selected production companies to produce two commercials for White Lite. One commercial will be aimed at the female population of the state. The second commercial will assure the male segment of the population that the product is also

beneficial to them.

White Lite milk carton side panels were approved by the board members. Presented by the advertising firm of HBM/CREAMER, Pittsburgh, the panels will be offered to milk dealers for use on 2 percent milk cartons. The panels show half of a shapely female silhouette using the color scheme of white on a medium blue.

Milk dealers utilizing the packaging design will have a variety of choices concerning number of panels used and the location and size of the dealer's name.

Board members instructed the Pittsburgh advertising agency to purchase billboard sites across the state with high visibility and a large viewing percentage.

A 12-city media tour by the White Lite team was approved as well as the production of video of the team. The video could then be used separately or accompany a single member of the team, according to Cathy Farmer of the Kelly

Michener Inc. advertising agency, Lancaster.

A recipe contest tentatively slated for a late-March kick-off was approved by board members. Farmer noted that Caloric appliances expressed an interest in cosponsoring the contest. In an attempt to stretch promotion dollars, the board instructed the Lancaster agency to explore Caloric's offer.

A representative from the Michener agency has finalized plans for a milk promotion with Campbell Soup. The soup company plans to test the promotion in May or June. If the program is successful, the soup company has suggested it will make the promotion an annual event.

Board members approved a package by John Foley, sports manager for KDKA radio in Pittsburgh, to sponsor the Pittsburgh Pirates baseball games in 1987.

Last year the board members had a dairy booth installed in Three Rivers Stadium to sell milkshakes. Foley proposed ad-

ding six locations to sell dairy products with signs directing the spectators to the booths. Over 12,000 gallons of milkshakes were sold at the one location last year.

Board member Elder Vogel, Rochester, said the stands were "setting an example of how milk can be sold and sold profitably in a stadium."

The package also includes last year's seventh inning milk break. Foley noted the milk promotion group is the only sponsor with an inning. The KDKA group will work with PDPP to hold a milk promotion in downtown Pittsburgh as well as Dairy Night at a Pirates game in June.

Since the KDKA broadcast area extends outside of Pennsylvania and in Federal Order 36, board members recommended cosponsorship of the Pirates game be discussed with the promotion group in Order 36.

Board members decided to support the Bradford County Endless Mountain Triathlon if a joint sponsorship can be worked

out with the American Dairy Association in Syracuse, N.Y.

A milkshake program for school districts was outlined by Jeff Snow of the Michener agency. Milkshakes can increase milk consumption in schools by making milk more inviting, Snow explained. Playing off the Make It Milk slogan initiated by PDPP, Snow entitled the promotion, "Make it Shake."

He proposed developing a brochure which explains the nutritional benefits of milkshakes and the income possibilities of a milkshake machine to a school district.

Harteis explained that the Allied Milk Producer, a promotion group in the center of the state, have placed three milkshake machines in Somerset and Cambria County. The machines have been in place for two years. He is expecting positive consumption results later this year.

The board members voted to table a decision on the program pending an exploration of the possibilities of making it work. Included in this decision examining the feasibility of hiring an individual to monitor and sell the program.

Approval was given for the PDPP to purchase and offer litter bags, key chains, change purses and bumper stickers free to the local promotion groups. Cindy Welmer, promotions coordinator, also received the green light to purchase for resale the following promotional items: belt buckles, license plate frames and porcelain mugs.

The board members voted to continue to offer placements to the local promotion groups.

Board member, Ernest Miller of Hamburg has been appointed to replace Keith Eckel on the National Dairy Promotion and Research Board.

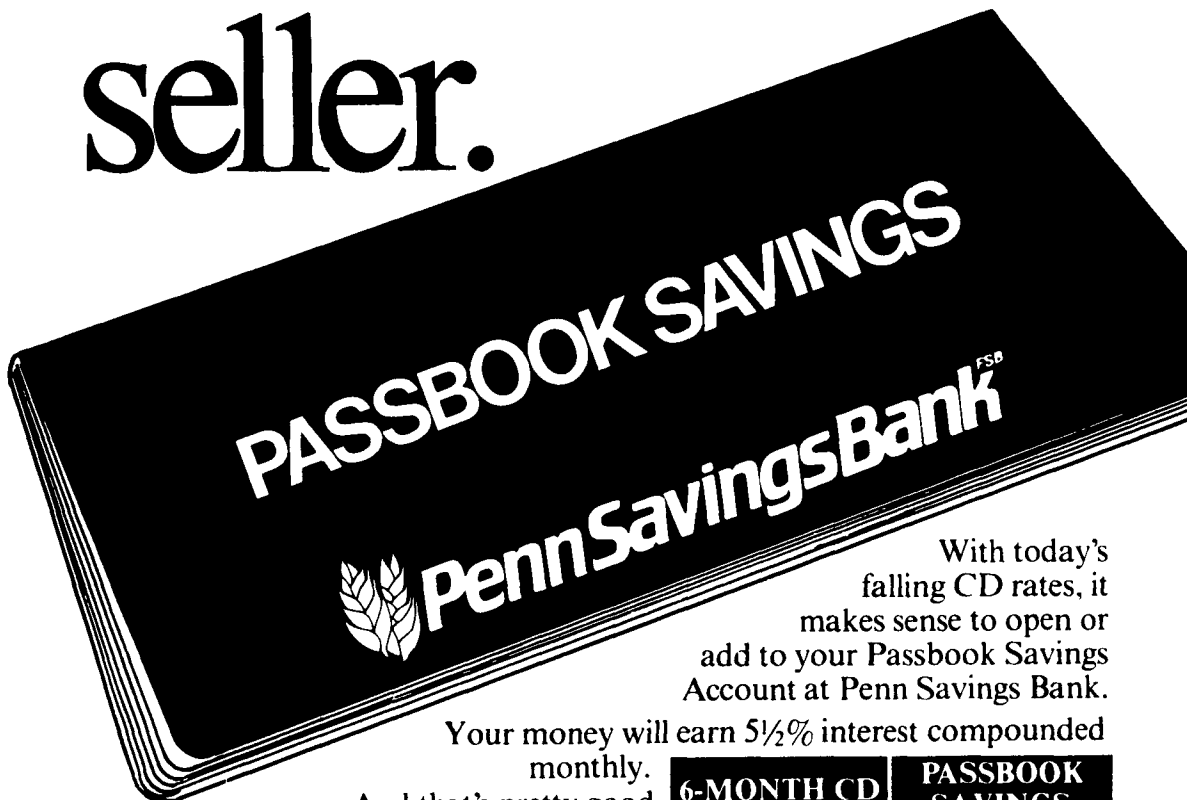
## Red Meat Production Increases

HARRISBURG — Commercial red meat production, dressed weight basis, in the state during December 1986 totaled 88.8 million pounds, up 6 percent from the previous year according to the Pennsylvania Agricultural Statistics Service.

Beef slaughter at 116.9 million pounds liveweight was up 7 percent from a year ago. Total head slaughtered was 99,300, up 8 percent; liveweight averaged 1,177 pounds for a decrease of 15 pounds. Veal slaughter was 4.2 million pounds liveweight, down 14 percent. Calf slaughter of 25,200 head was down 12 percent; the average lightweight decreased four pounds to 165 pounds.

Hog slaughter at 33.9 million pounds liveweight was up 2 percent from a year ago. Total head slaughtered was 144,800, up 2 percent, with the average liveweight unchanged at 234 pounds. Lamb and mutton slaughter was 1.2 million pounds liveweight, up 7 percent; the number slaughtered at 10,800 was up 5 percent and the average liveweight increased two pounds to 109 pounds.

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