ADA Annual Meeting To Feature New Dairy Products

SYRACUSE, N.Y. - To remain competitive in the marketplace, the dairy industry has made new product development one of its top priorities in the 1980s. Local dairy producers and industry representatives will receive an update of recent developments in dairy product research and their total promotion program at the American Dairy Association and Dairy Council's 27th Annual Meeting.

The theme of this year's meeting is "Progress Through Promotion," and will also feature information on dairy sales and nutrition education. The meeting has been slated for Feb. 18 to 19 at the Sheraton Inn, located on Seventh North Street in Syracuse.

The main meeting will take place on Feb. 18, beginning at 9 a.m. with registration. The morning business session will include a membership meeting with reports from the ADADC **Board of Directors.**

Following lunch a series of guest speakers and panelists will outline the amount of progress being made

in the dairy industry today as a result of the dairy farmer funded generic milk promotion program. Areas to be covered will include dairy sales and consumption, nutrition research, and new dairy product development.

Olan Forker, Cornell University; David Mark, National Dairy Council; and Anthony Luksas, Dairy Research Inc. will be the afternoon's featured speakers. Luksas will be discussing in depth the current product research being conducted at the DRINC laboratories. Carbonated and hicalcium milks, and spreadable butter, which is fat and cholesterol reduced, will be the main topics of discussion.

An evening banquet will cap off the day's activities, beginning at 6 p.m. with a milk punch reception. The Annual Service to Dairying Award will be presented as part of the evening's activities. There will also be a half serious, half humorous presentation on marketing given by Walt Buescher, National AgriMarketing

Landscape Training Offered

YORK - Grounds and landscape maintenance training will be offered by the Penn State Extension Service on Feb. 10 and 11 at the Holiday Inn in Grantville, northeast of Harrisburg.

Topics to be included in the two day Turf and Ornamental School include Lawn Fertilizers, Principles of Mowing, Soil Injectors for

Pest Control, Mulches Used in the Landscape Computers in Business, the Right to Know Law and Pesticide Safety and Disposal. Pesticide training credits and continuing education unit (CEU) credits are being offered. For registration information, contact the Extension Service.

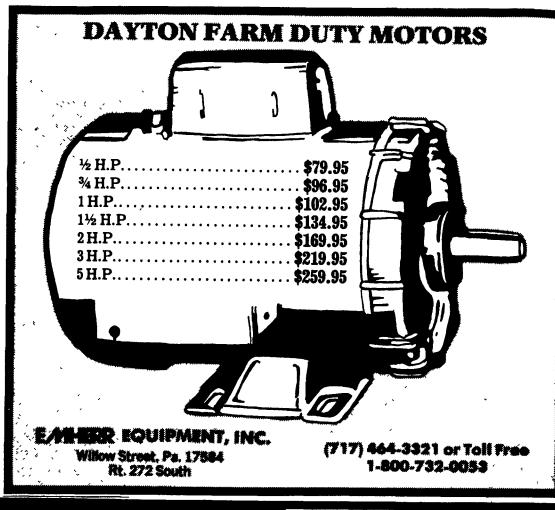
Association's "Marketing Man-ofthe-Year."

Local dairy producers will invest approximately \$11.4 million into ADADC's programs during 1987. This money will be used to pur-

chase television and radio advertising, and to fund local dairy promotion and nutrition education programs.

All dairy producers and memof the industry are en-

couraged to attend the meeting. For reservations and further information contact ADADC toll free at 800-ADA-MILK in New York, or 800-HOT-MILK in New Jersey and Pennsylvania.



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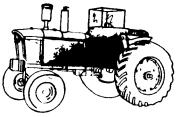
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