

Dairy Board Endorses National Dairy Promotion Structure Plan

ARLINGTON, Va. — In an effort to provide the dairy industry with a single, national promotion and research program, the National Dairy Promotion and Research Board, at its Jan. 21 to 22 meeting in Monterey, Calif. reviewed and unanimously supported a national promotion structure plan.

The promotion structure plan, which is a modification of the National Milk Producers Federation plan, was developed after numerous meetings with national dairy industry leaders. The key provisions of the plan provide for the following:

- a method to maintain a funding level of \$110 to \$120 million for national promotion and research programs.

- a method to establish a "partnership" between the National Dairy Board and state and regional promotion groups which can function to coordinate programs.

- a method to unify the dairy industry behind a single national organization with one CEO and one staff.

NDB Chief Executive Officer, Joe Westwater said that the Board is prepared to discuss the modified

structure plan with all segments of the industry.

"The time is right to workout the necessary details of this plan to better unify dairy farmer funded promotion and research efforts," said Westwater.

"Dairy farmers, however, must maintain the existing national funding level of \$110 to \$120 million which they have established through the expanded promotion programs authorized by the Dairy and Tobacco Adjustment Act of 1983. This level of promotional commitment by the nation's dairy farmers has played an important role in increasing total milk commercial disappearance by over 10 percent in three years. It's important to retain this progress and build for the future."

In other action, the Board approved funding to establish an "institute" for nutrition/biomedical research, extend a national spring cheese promotion and expand its research efforts for listeria monocytogenes.

The Board authorized a commitment, over three years, of \$3.9 million for the establishment of a "Nutrition, Hypertension and Cardiovascular Disease Research

Institute" at Oregon Health Sciences University.

This action constitutes a major milestone in nutrition/biomedical research and indicates the dairy industry's new direction toward focused research. The Board plans for the institute to become a prototype for future research efforts in other areas including diet and heart disease, especially fat in the diet since this is currently the most pressing research need. The Board's objective is to lead the dairy industry into areas of research that can provide more direct and positive aspects of fats as related to health.

In the area of advertising, the Board authorized the conversion of \$1.5 million in cheese continuity advertising to support the spring "Build A Perfect Cheeseburger" cheese promotion. NDB's network advertising support will extend the promotion. The program is being


coordinated by the American Dairy Association and state and regional promotion groups. It is also supported by \$600,000 from the Beef Industry Council and designed to cross-sell cheese and hamburger beef.

The Board's work to increase dairy product sales through the military market will expand during 1987. A program was approved to place point-of-sale materials in about 230 military commissaries throughout the continental U.S. Three promotions will be installed in commissaries

by coordinating with state and regional dairy promotion groups. The military market is the sixth largest retailer with annual sales over \$6 billion.

Additional research, centered around listeria monocytogenes, was authorized by the Board. The action brings the Board's financial commitment to over \$500,000 for listeria research.

The Board will also begin to develop its budget for the fiscal year ending April 30, 1988. A meeting is scheduled in February to begin this process.



NEED MORE ROOM?
Read The Classified Real Estate Ads

NOTICE TRADE-IN YOUR OLD HEATER for a NEW 1987

WICKLESS HEATER

Odor Free It's Cool to the Touch

Over 300 Sold in 2 Months

- Heats 700 Square Feet
- Removable Fuel Tank
- Powerful Circulating Fan



- Adjustable Thermostat
- Safety Shutoff
- 2 Models to Choose From

LEOLA FIREPLACE — 93 W. Main St., Leola, Pa.

Rt. 23 & 772 — 6 Mi. E. of Lanc.

M., W. & Fr. 10-8, T&T 10-6, Sat 9-5



(717)656-6408




Clarke-Delco™ PRESSURE WASHERS

- Portable
- Hot Water Units
- Cold Water Units
- Variable Output - up to 6 GPM, up to 3000 PSI

COOPER INDUSTRIES

Distributed & Serviced By:

Plant Improvements, Inc.

PO Box 577
Manchester, PA 17345
717-764-1161

C.B. HOOPER & SON, INC. Intercourse, PA (717) 768-8231

HOOPER

HOOBER EQUIPMENT, INC. Middletown, DE (302) 378-9555

TWO LOCATIONS


The Saving Place

WE SHIP PARTS DAILY

Via UPS - PPSH - BUS - AIR FREIGHT, ETC.



CALL US... It Could Be We Have It



Authorized UPS Station

YOU STAY PUT
Pick Up Your Phone And Place Your Parts Order With Us

COW COMFORT

...BERG's specialty for over 65-years!

Comfortable cows produce more milk. And, Berg specializes in equipment that keeps cows safe, clean and comfortable. Whether you prefer lever stalls, free stalls, tie stalls or comfort stalls, you can depend on Berg design and quality. Berg's complete line includes sanitary calf and heifer pens, sturdy steel bull pens, water bowls, barn cleaners, manure conveyors, ventilating systems and feeding systems... everything you need for a modern, efficient dairy operation. Send coupon for details.






BERG

Berg Equipment Company, Marshfield, Wisconsin 54449
Berg Equipment Co (Canada) Ltd., RR-6, London, Ontario N6A 4C1
Berg Equipment Co (Canada) Ltd., RR-2, Brandon, Manitoba R7A 5Y2

Rush information on the products checked at right to

Name _____
Address _____
City _____ State _____ Zip _____
Telephone _____ Student _____

- Lever Stalls
- Free Stalls
- Tie Stalls
- Comfort Stalls
- Calf Pens
- Bull Pens
- Water Bowls
- Barn Cleaners
- Manure Conveyors
- Ventilation
- Feeders