## 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 darry 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

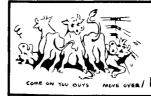
coordinated by the American Dairy Association and state and regional promotion groups. It is also supported by \$600,000 from the Beef Industry Council and designed to cross-sell cheese and hamburger beef.

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.



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