

## White Lite Arrives In Western Pa. Stores, On TV And Radio

HARRISBURG — It's no longer just 2 percent milk in Pennsylvania anymore. It's not just fat-free milk. After this week, it's White Lite.

The new White Lite marketing plan of the Pennsylvania Dairy Promotion Program received a final tune up from advisory board members this month as dealers got ready to fill dairy cases in Western Pennsylvania.

Consumers saw the glamorized 2 percent milk in supermarkets for the first time this week, March 23-29, with a silhouette of a girl on carton side panels identifying the product.

"It's something like giving birth to a baby," Creamer advertising executive Stan Muschweck said at PDPP's March business meeting. He reminded advisory board members that a 2 percent promotion campaign was first suggested by the board nine months earlier at a July meeting. And the dairymen-members have monitored it ever since.

In their final tune up, the board approved design of White Lite billboards and a new White Lite radio jingle.

The Boards are scheduled to go up in May. The jingle was heard this week.

Board members also previewed two 30 second TV spots completed

in time for the White Lite debut and okayed a Pittsburgh tour by the White Lite team to coincide with the White Lite's kickoff.

Danglers and other point of sale promotions also are expected to catch consumer attention.

Western Pennsylvania dealers were the first to endorse the White Lite concept, and imprint their half gallon and quart cartons with the White Lite imprint.

The Pennsylvania Dairy Promotion Program expects to introduce White Lite to eastern Pennsylvania later in the year.

In other action, the board —  
 • Voted more money for the Pennsylvania Dairy Princess Program to cover a shortfall in its 1987 budget. The program is financed by the five promotion groups serving Pennsylvania in proportion to their assessment revenues. The board's vote covered its share of the deficit.

• Heard a proposal from Filmspace Inc., State College, to produce a documentary on the lives and business of dairy farmers. It would be used by public TV schools, Farm-City Week events, etc. to build a better understanding of what milk and dairying is all about. The film would have at least a ten-year life, the board was told.

• Officially made the second Thursday of each month the

regular meeting date of the Advisory Board, with the Pennsylvania Department of Agriculture the meeting place.

• Discussed with Jan Stanton, new executive director of Dairy Council, the possibility of other commodity groups supporting its nutrition education efforts. Beef, for one. "All members of the board have dairy cows and also contribute to the beef promotion program," one member noted.

• Received a report from Chairman Jim Harteis, Ebensburg, on a recent meeting of dairy

promotion groups serving Pennsylvania. Chairmen and chief executive officers of the five organizations met informally, Harteis reported, to find areas where they can cooperate. "It will be in the best interest of the dairy industry," Harteis said, "and something we should pursue in a positive way."

• Put on hold a proposed tie-in deal with a bake goods firm and supermarket group. Milk would get top billing in ads and in the store. The board wanted changes and plans reworked.

• Okayed final details on a

Campbell Soup-PDPP promotion in eastern Pennsylvania this coming May. Consumers buying Creamy Natural or Golden Classic soups in the Lebanon-Reading-Pottstown area will receive a half gallon of milk free by turning in coupons from cartons of Wengert's, Guer's, Clover Farms or Longacres milk. Over one million cartons will carry the coupons. If the market test is a success, the PDPP board was told, the free milk promotion will be expanded next fall to all Pennsylvania.

## Young Cooperators Elect Officers

SYRACUSE, N.Y. — Donald S. Dunning of Franklinville, N.Y., has been elected president of the Eastern Milk Producers' Young Cooperators. The Young Cooperators program helps prepare 17- to 35-year-olds for leadership roles in the co-op.

Dunning and his wife, Barbara, operate a 250-acre farm in partnership with his parents. They milk 65 Holstein cows.

Other newly elected officers are:  
 • Kevin Barrett, vice president. Barrett and his wife, Catherine, milk 80 Holsteins on a 500-acre

farm in Asylum Township, near Towanda, Pa. They operate the farm in partnership with his father.

• John and Catharina Stephan, jointly secretary/treasurer. The Stephans manage a 350-acre farm in Phelps, N.Y., milking 70 Holstein cows.

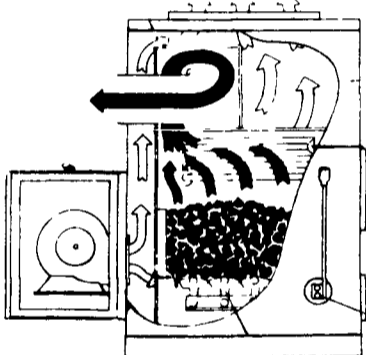
Eastern President Earl Forwood, a dairy farmer from Hop Bottom, Pa., praised the new officers for their "commitment to the cooperative movement" and called them "the future of the co-op."

The Syracuse-based dairy cooperative represents 4100 farmers in Pennsylvania, New York,

Vermont, Delaware, Maryland, Massachusetts, New Hampshire, Connecticut, and New Jersey.

Eastern owns two cheese plants in New York's Southern Tier, which it leases to Leprino Foods. The co-op also operates a New England office in Montpelier, Vt.; a state-of-the-art laboratory in Waverly, N.Y.; a milk bottling plant at Homer, N.Y.; a butter and powder plant at Grover, and milk-receiving plants at Sunbury, Dover, Del., and Hinesburg, Vt. Eastern's Dairy Products Division in Canton, operates five dairy stores in Pennsylvania and New York, and a bulk-buying service for rural customers in 11 states.

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