

Record Sales Key Discussions At Annual Dairy Meeting

WASHINGTON — The 36 dairy farmers who form the National Dairy Promotion and Research Board convened at the Grand Hotel for their third annual meeting May 19 to 21.

Secretary of Agriculture Richard E. Lyng praised the Dairy Board's efforts at the meetings' opening reception, saying "I can't think of an instance where a promotional organization has been started as well and has accomplished so much so quickly."

The success of the Dairy Board's generic promotional campaign for dairy products has led to similar promotional efforts by other industries in the agricultural community, including beef and pork.

Newly-elected Board Chairman Louis Calcagno of Moss Landing, Calif., highlighted the successes of the past year for the dairy industry. "The industry recorded the largest three-year increase in dairy sales in more than three decades and a number of promising new programs are just now being put into action."

"Our efforts have launched the industry into a new era of expanded national promotion and research for milk and milk products," said Joseph Westwater, National Dairy Board CEO. He said that commercial use of all milk and milk products increased about 12 billion pounds of milk from 1983 to 1986, adding that though other positive factors have contributed to the dairy industry's success, the Dairy Board's efforts

have made a significant difference.

Westwater reported that since the Dairy Board was created in 1983, commercial cheese sales are up 20.2 percent, fluid milk sales 3.5 percent, butter sales 5.25 percent, ice cream 2.6 percent, and nonfat dry milk 7.1 percent. These figures represent an increase in total commercial milk sales of 9.6 percent.

WASHINGTON — At its third annual meeting May 21 to 22 in Washington D.C., the National Dairy Promotion and Research Board elected its officers and Committee Chairman for the 1988 fiscal year.

Louis Calcagno, Moss Landing, Calif., was elected chairman; Carl

It has been a landmark year for the Board's research activities.

Working with universities and state and regional dairy organizations, the Board recently implemented the Dairy Research Center project which has created six new dairy research centers representing 12 universities. The effort will greatly expand, as well as focus dairy product research and will benefit the dairy industry

by furthering its position as leaders in biotechnology. The Board has also strengthened its commitment to product research by sponsoring 51 competitive research projects.

During 1987, the Board took major action to lead the industry to a more focused approach to its nutrition research efforts. It launched the establishment of a

"Nutrition, Hypertension and Cardiovascular Disease Research Institute" at Oregon Health Sciences University — a significant first step. It is hoped that the Institute will become a prototype for future research efforts in other areas including diet and heart disease, especially fats in the diet, since this is currently the most pressing research need for the industry.

National Dairy Board Elects Officers, Committee Chairmen

Butler, Pine Plains, N.Y., vice-chairman; John Malcheski, Pulaski, Wis., secretary; and John Widger, Ellicottville, N.Y., treasurer.

The 36-member, dairy farmer board also elected chairmen for its seven operating committees. The committees and chairmen are as

follows. Advertising and sales promotion: Louis Hinders, Canyon, Tex., chairman, Ivan Strickler, Iola, Kan., vice chairman.

Product research and development: Joe Lyon, Toledo,

Iowa, chairman, Audrey Sickinger, Cato, Wis., vice chairman.

Nutrition Research and Education: Ardath De Wall, Shannon, Ill., chairman, Carl Butler, vice chairman.

Program Evaluation: Gerald Sipple, Menomonee, Wis., chairman, John Malcheski, vice chairman.

Industry Communications and Public Relations: Lynn Meikle, Smithfield, Vt., chairman, Gerald Sipple, vice chairman.

Finance and Audit: John Widger, chairman, Ivan Strickler, vice chairman.

Personnel: Louis Calcagno, chairman, Louis Hinders, Canyon, Texas, vice chairman.

The National Dairy Board also passed a resolution that the full 36-member Board would serve as the organizations' Executive Committee.

Delmarva To Promote Fresh Produce

ANNAPOLIS, Md. — Residents of Delmarva and the millions of summertime visitors will be hearing a lot about local luscious produce in the months ahead, thanks to a promotion effort by the States of Delaware, Maryland and Virginia.

Advertisements on radio, television, billboards and in newspapers will spotlight fresh local produce throughout the season, reminding one and all of the good eating treasurehouse that

is the peninsula. Dubbed the "Delmarva Joint Marketing and Promotion Project," the campaign is a combination effort by farmers, area media, state officials and retailers. The message is simple: "Look for Delmarva produce and help yourself to freshness, quality and flavor."

In 1986, a smaller campaign was undertaken by the agriculture departments of Delaware and Maryland. This year, Virginia has

joined in and the campaign will be broader-based and last longer — starting in Mid-June and continuing into October.

As a member of the project steering committee stated, "It's easy to forget just how much fresh produce we grow right here on Delmarva. We are host to millions of summertime visitors and we'd like to make our message stick with them as well so when they go home they will look for Delmarva produce in their stores."

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