

National Dairy Board Approves Ad Campaign

ARLINGTON, VA — At its September meeting in Burlington, Vermont the National Dairy Promotion and Research Board took action on several advertising campaigns financed by America's Dairy Farmers.

Cheese
The Board approved eight 15-second television commercials and eight 4-color print ads for the National roll-out of the "Don't Forget the Cheese" campaign. The campaign started Monday, September 28th on NBC's program, "Classic Concentration" at 10:30 a.m. - 11:00 a.m. Consumer's will be reminded to buy cheese 50 times during the first two weeks of the campaign with network advertising appearing on NBC, CBS and ABC. The \$22-million cheese campaign is designed to motivate shoppers to purchase and use additional amounts and varieties of domestic cheese.

Butter
Two, 30-second and two, 15-second "Give 'em all a little pat of butter" commercials were approved. These new butter spots were strengthened to better com-

municate the message that butter has only 36-calories per pat... the same as margarine. These commercials will begin airing November 16th, following on-air testing.

Kid's Milk
Three new children's milk commercials designed to position the product as a "cool" beverage of choice were approved for production. The new children's campaign is slated to start October 24th.

Dairy Calcium
New calcium print advertise-

ments, positioning dairy food calcium over calcium supplied by other foods were approved by the Board. Using the "Dairy Calcium, Calcium the Way Nature Intended" theme, the new ads will feature the advantages of "taste," "variety" and "choice" which dairy product supplied calcium, has over competing products. The new campaign begins February 1, 1988.

Health Professional
Advertising and direct mail

campaigns targeted at health professionals including doctors, dentists and dietitians were also approved by the Board. The Board authorized expenditures of \$2-million over a 16 month period for the campaigns. Bozell, Jacobs, Kenyon & Eckhardt of New York will implement the program through specialized media aimed at health professionals. The campaign will communicate the continual importance of dietary "dairy" calcium and also attempt to put the dietary "fat" issue into

perspective within the various medical speciality areas.
The National Dairy Promotion and Research Board, composed of 36 dairy farmers, was established by The Dairy and Tobacco Adjustment Act of 1983 to develop and administer a coordinated program of promotion, research and nutrition education to strengthen the dairy industry position in the marketplace. This effort is financed by America's dairy farmers."

New York Farmers To Access NY Farm Net

ITHACA, N.Y. — A massive mailing to farmers in New York State in October publicized NY FarmNet, Cornell Cooperative Extension's statewide information and referral program for farm families with financial and other problems.

The mailing, sent to more than 21,000 New York farmers, consisted of a cover letter, brochure, and telephone number stick-on label explaining the services available from NY FarmNet. The bro-

chure quotes several farm families who have been helped by the service.

More than 1,500 people have called NY FarmNet's toll-free phone line since its inception in March 1986. (The phone number is 1-800-547-FARM.) Experienced operators are ready to take calls.

Farm families in New York can turn to NY FarmNet for help with financial, legal, personal, family, and job retraining needs. FarmNet

staff have developed a network of people throughout the state who respond to these needs by offering information and advice. Financial counselors are available through NY FarmNet for individualized analysis.

NY FarmNet is run by Cornell

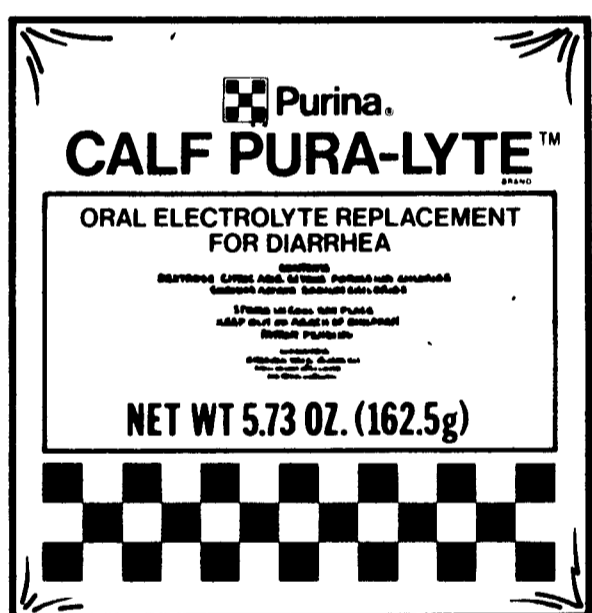
Cooperative Extension, which works closely with its county offices around the state. Funding for the program is provided by the New York State government through the Department of Agriculture and Markets.



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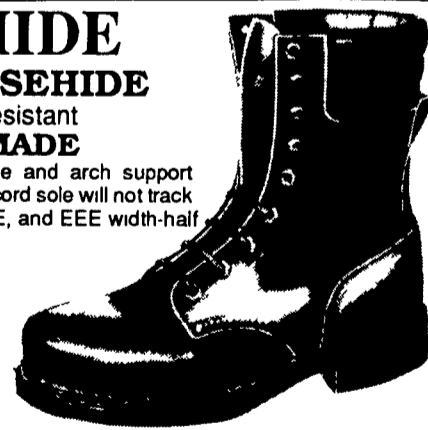
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