

Dairy Promotion Program Selected

The National Dairy Promotion and Research Board approved its budget for the 1989 fiscal year (May 1, 1988 - April 30, 1989) at its recent Board meeting in San Francisco.

Revenue for the fiscal year is expected to total \$77.2 million. In addition, the Board allocated uncommitted funds from the previous year bringing the total amount available for NDB programs to \$80.5 million.

Program budget allocations are as follows: advertising and sales promotion, \$64 million; nutrition research and education, \$9.7 million; and product research and development, \$4.4 million.

The industry communications and public relations budget was set at \$750,000, and the Board's export and military sales enhancement program was allocated \$100,000.

Program evaluation, as mandated under The Dairy and Tobacco Adjustment Act of 1983, was allocated \$1.55 million.

The NDB also took action to better coordinate its programs with all segments of the dairy industry by adopting a policy statement on planning. The policy included a statement of its mission, objectives and a yearly planning cycle. "This plan will enable the Board to more systematically review and plan its

programs on a one, two and five year basis," said Joe Westwater, National Dairy Board CEO. "It will allow for input from the state and regional program groups as well as other segments of the industry."

Advertising Action

The Board selected Grey Advertising of New York as its agency for the \$6.9 million ice cream account. Grey will develop the campaign, scheduled to begin this Spring, around the theme, "Ice Cream. The Treat That Treats You Good."

Nutrition Program News

In the area of nutrition education, the Board allocated \$1.4 million to the National Dairy Council. The NDC education effort will be targeted at health professionals (physicians and patients) and youth ages 8-14. The programs will be coordinated through affiliated Dairy Council Units throughout the U.S.

The Board also will invest \$500,000 for a nutrition education and awareness program including the use of supermarkets, and the mass media. The program will be implemented by Lewis & Neale of New York and will feature ways to include nutritious dairy products (focusing on calcium) in the diets

of "working women".
"Consolidation" News

Also, at its recent meeting, the Board accepted a recommendation from its nine person committee on consolidation of national dairy promotion programs. The statement adopted by the Board supports the concept that up to 18 of the 36 NDB members be appointed from persons who were serving or

serve on the Boards of qualified state and regional programs on the date of their appointment to the National Dairy Board. Appointment would continue to be made at the discretion of the Secretary of Agriculture. This arrangement would not require any modifications of the Order and could be implemented immediately.

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.

Wayne County Dairy Day

The tenth annual Wayne County Dairy Day will be held Thursday, March 10, 1988 at the Wayne County Veteran's Memorial Armory, Honesdale, Pa. The popular event will include educational speakers, commercial exhibits, milk bar, door awards, appearance of Dairy Princess, and lunch consisting of steamship round of beef. The featured speaker will be Dr. Lawrence Hutchinson, Penn State Extension Veterinarian, who will speak on bio-security of the dairy herd. Co-chairman of the event will be Arthur Davis of Lake Ariel Hardware and Supply, and Debra Bryant, Wayne County Extension family living agent. Dairy Day is sponsored by the Wayne County Extension Service and area farm

supply dealers and farm organizations. All dairy farm persons are invited. Reservations are requested and they can be made by calling the Wayne County Extension Service at 253-5970 Ext 114.

Agri-business firms and farm organizations interested in participating in Dairy Day as exhibitors are urged to contact the local Extension office for information.



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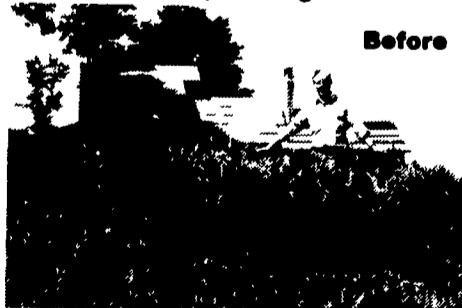
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