

# ADADC To Examine Dairy Promotion Programs

SYRACUSE, NY — "Reaching Regional Markets" is the theme for the American Dairy Association and Dairy Council's (ADADC) 28th Annual Meeting being held February 17th at the Sheraton Inn in Syracuse, New York. Dairy producers representing New York, New Jersey and Pennsylvania will meet in order to review the advertising and promotion programs implemented by ADADC.

The meeting's theme focuses on the regionalization of dairy marketing efforts. Regionalization is becoming a significant trend in the



Phil Lempert will be guest speaker at ADADC's annual meeting February 17.

way businesses conduct their marketing programs. According to a recent article in Advertising Age, most major companies are shifting away from national mass marketing to a regionalized approach. A panel of four experts will present local examples of this type of marketing direction during the afternoon session of the annual meeting.

For the evening banquet, Phil Lempert, founder of The Lempert Company, a full-service advertising agency specializing in the food industry, will be the guest speaker. He will be addressing the topic, "Reaching Regional Markets" and how it applies to the local dairy industry.

A prominent industry spokesperson, Lempert has been an adjunct professor at Seton Hall University and at Fairleigh Dickinson University, lecturing on the fine points of advertising and marketing. He is publisher as well as trends analyst for the nationally recognized industry newsletter, The Lempert Report. Lempert is frequently quoted in major media

## These Old Barns

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of the boro. Watts was a primary agricultural reformer in the state in the mid-1800's. He founded the Farmers High School, which is known today as The Pennsylvania State University. He brought the first McCormick reaper into Cumberland County as well as introducing several new varieties of wheat seed to the area. He also founded the Pennsylvania State Agricultural Society.

and is a regular guest on major radio and TV programs.

The meeting will begin at 10:30 a.m. and the evening banquet is scheduled for 7:00 p.m. All local dairy farmers, as well as dairy industry representatives, are invited to attend.


For more information on ADADC's annual meeting, contact the ADADC at (800) ADAMILK (in New York) or (800) HOT-MILK (in New Jersey and Pennsylvania). The ADADC is a dairy promotion organization representing 20,000 dairy producers from New York, New Jersey and Pennsylvania.

The Frederick Watts Farm was an agricultural model in its day in both the design of the buildings and in the farming methods Watts advocated. The buildings were erected from 1857 to 1867. This was to be a model tenant farm, as Watts chose to live closer to his law practice in Carlisle.

Two years ago the farm was sold to ABF Trucking Company who plans to build the largest truck terminal in the country here, 800 bays with a truck wash and a service center. All the existing buildings will be torn down. Van Dolsen stated that if ABF would put in only a 350 bay terminal the farm buildings could be saved.

Local residents formed a group called Citizens for Responsible Development and are presently fighting to stop ABF's plan on the premise the zoning in this area calls for light industrial development and this terminal does not fall in that category. Local folks are also concerned with contamination of their underground water sources since the farm is known to have a number of sink holes.

Van Dolsen relates that she never thought the work she has done for the survey would be so closely tied to a current public problem. However, she readily acknowledges that she hopes her work, combined with the concerns of local citizens, can help raise community conscious for the need to preserve the county's agricultural heritage while planning for the county's growth.



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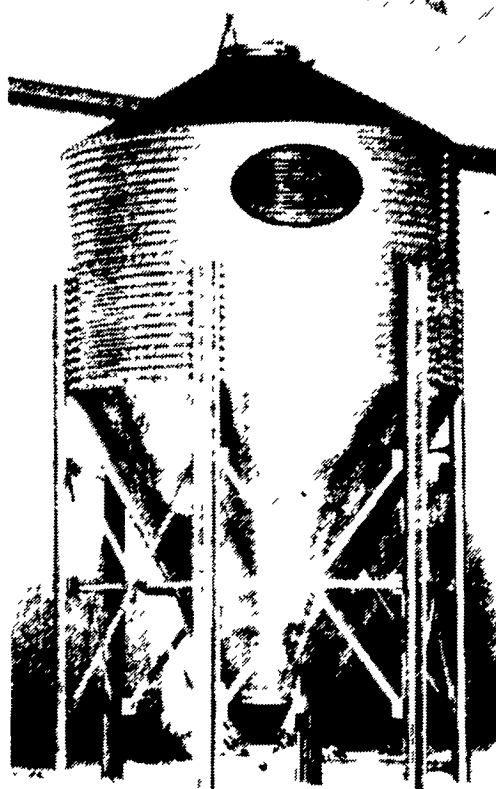
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