

# Milk Commercials Have New Look

SYRACUSE, NY — Milk has a new look. The American Dairy Association has created an advertising campaign giving a new twist to the "Milk, America's Health Kick" theme.

The campaign is subtitled "All Across America." It demonstrates how people in different parts of the country use milk as part of their "Health Kick." Four 30-second spots have been developed, each appealing to a specific geographic section of the country. The soundtrack and film footage portrays each region's characteristics.

The four regions of the country which have been selected for the campaign are: East Coast; South; Heartland; and High Country. The ads appeal to people's geographic pride and stimulate interest in other regions of the country.

Scenic photography illustrates

the beauty of different parts of America and distinctive musical tracks provide a local flavor. In the Heartland spot, a guitar first strums the Health Kick tune, a fiddle is used for the South, a harmonica backs up the High Country ad, while a symphony is used to depict the East.

The primary target audience for this campaign is young adults, 18-34 years of age. This group represents the majority of milk consumers in the nation, accounting for over 30% of the fluid milk volume. This group also receives a great deal of exposure to competitive beverage advertising.

ADADC will run the new spots in the local area throughout 1988. Ads will appear primarily during prime time viewing. The commercials can be seen on shows such as:

The Cosby Show, Family Ties, Murder She Wrote, The Dolly Parton Show, and the Winter Olympics. Three 60-second radio commercials have also been developed to support the campaign.

Although these ads take on a new direction for milk, they maintain the consistency of the theme "Milk, America's Health Kick." This successful theme has been used by ADADC for several years in all milk advertising including television, radio and billboards. The theme portrays milk as a healthy beverage, tying in with current fitness trends.

The American Dairy Association and Dairy Council is a dairy promotion association funded and directed by 20,000 dairy farmers from New Jersey, New York and Pennsylvania.

## Franklin Co. Farmers Receive Crop Honors

BY BONNIE BRECHBILL  
Franklin Co. Correspondent  
LEMASTERS — Two Franklin County farmers were recognized for their outstanding 1987 crop production at the Franklin/Cumberland Forage and Soils Day held February 25 at the Lemasters Community Center.

William Swailes, Willow Hill, received a plaque for his forage sorghum and corn production. In sorghum Swailes had 16.27 tons per acre that yielded 781 pounds of crude protein and 3.22 tons of TDN. In corn he had 10.58 tons per

acre that yielded 736 pounds of crude protein and 2.06 TDN.

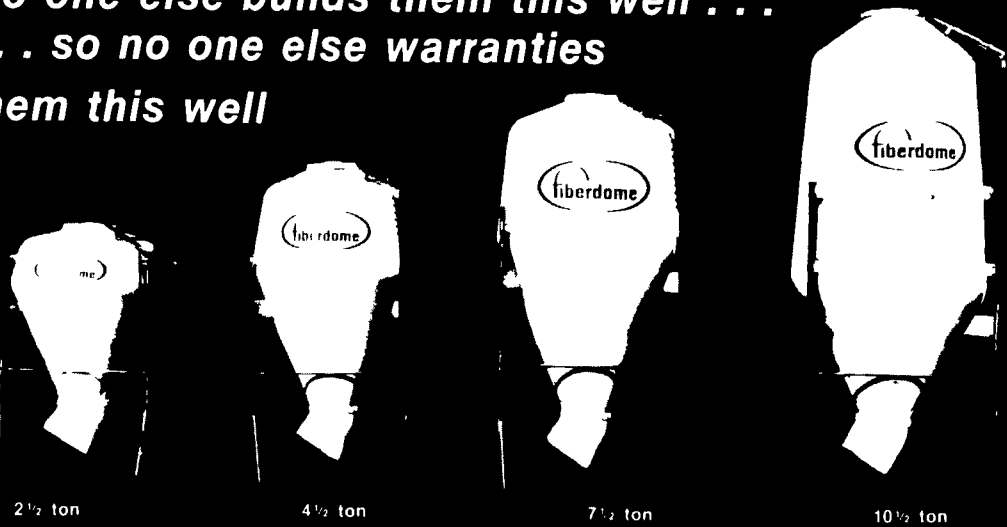
The crops were grown in the same field. More deer damage to the corn and more drought-tolerance of the sorghum were cited as the major factors influencing yields.

Steve Mellott, Mercersburg, was Franklin County's top alfalfa grower. In five cuttings, he made 7.6 tons per acre, which yielded 2,977 pounds of crude protein per acre and 9,067 pounds of TDN per acre.



Steve Mellott, left; and William Swailes, right, received awards for outstanding 1987 crop production. John Shearer, county agent, center, presented the plaques.

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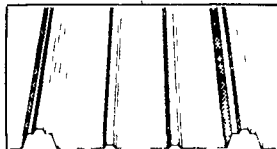
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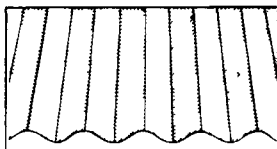


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