

Dairies Invited To Tie In With Advertising

WILLIAMSPORT (Lycoming) — Dairies throughout the Commonwealth are invited to participate in a cooperative advertising program being coordinated by the American Dairy Association and Dairy Council (ADADC). The goal of the program is to assist local dairies with their advertising campaigns by enabling them to tie in with regional and national generic promotion programs.

According to Brian Ward, ADADC's executive vice president "The cooperative advertising program will allow local dairies to use the same advertising materials being used by farmer-funded generic programs. With dairy farmers investing over \$90 million nationally into their media campaigns, it makes sense for dairies to tie-in with us."

In the first phase of this cooperative campaign, dairies will be able to participate in a radio campaign as well as outdoor billboards. Both campaigns make use of the national and regional promotion theme, "Milk America's Health Kick."

Radio Campaign

Dairies interested in buying radio time will be able to use ADADC's donut commercials. These are sixty second commercials with sixteen seconds available for the insertion of a local message. Dairies would be responsible for buying the airtime; while ADADC would provide the professionally produced radio tapes free of charge to the dairy.

Outdoor Billboards

ADADC's current outdoor campaign uses a health and fitness theme to promote milk. There are two creative executions, one with a diver, the other features a

basketball player. There is space for dairies to localize the billboards with their own message. Through a cooperative agreement, dairies would buy the billboard space and ADADC would provide

ALFRED, NY — An Alfred State College agricultural educator has been cited for his role with a dairy herd management team which worked last summer to aid farmers in Bolivia.

Thomas J. Cannon, assistant professor in the college's Plant and Animal Science Department, was presented a certificate by **Camara Agropecuaria del Oriente** (the Chamber of Agriculture of Santa Cruz Department), Bolivia.

Translation of the citation reads, in part, "For his dedication, goodwill, and interest" in the development of the agriculture and livestock sectors of the Santa Cruz Department.

Professor Cannon, together with a veterinarian and a vocational agriculture teacher from Vermont, traveled to Santa Cruz last June under a "farmer-to-farmer" program.

The trip was arranged through Volunteers in Overseas Cooperative Assistance (VOCA), a Washington, DC-based private organization which provides short-term technical assistance to cooperatives, government agencies, and to farm and commodity groups in developing countries.

The trio was recruited to meet the needs of the Association of Milk Producers (ADEPLE) in Santa Cruz. They helped to establish a dairy cattle registry and to improve general sanitation and

the billboard sheets.

Through these cooperative campaigns, dairies can make use of ADADC ad materials in order to promote their own brand of products. Dairies would be responsi-

ble for the purchase of all air time and billboard space. Interested dairies should contact ADADC toll free at (800) HOT-MILK (in Pennsylvania and New Jersey) or (800) ADA-MILK (in New York).

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

Bolivia Farmers Honor Cannon

disease control practices.

ADEPLE's request for a record system to monitor milk production and a pedigree registry was realized through Professor Cannon's expertise, a VOCA spokesperson noted.

The Alfred State educator conducted seminars in computer operation and data entry and made several recommendations to the Bolivian milk producers. These included submitting rules of regi-

stry to the Association of Veterinarians for approval, and a reorganization of existing labor resources such as hiring additional help to carry out milk production monitoring and to collect the registry.

Milk Production, Cow Numbers Up

HARRISBURG (Dauphin) — Pennsylvania milk production during September totaled 828 million pounds, 2 percent above September 1987, according to the Pennsylvania Agricultural Statistics Service.

PASS reported that the number of milk cows in the state during the month averaged 720,000, up 3,000 from August and 2,000 more than September a year ago. Milk production per cow averaged 1,150 pounds, 20 pounds less than

August but 15 pounds more per cow than September 1987.

Grain and other concentrates fed to milk cows in the state on Oct. 1 averaged 15.5 pounds per cow per day, unchanged from a year earlier. The value of the grain and other concentrates averaged \$9.65 per hundredweight, \$2.15 more than a year ago.

In the 21 states surveyed in September by the National Agricultural Statistics Service, milk production totaled 9.88 billion

pounds, 2 percent more than September 1987. The number of milk cows during the month averaged 8.58 million, 1 percent less than a year earlier, while production per cow averaged 1,151 pounds, 27 pounds more.

Grain and other concentrates fed to milk cows nationwide on Oct. 1 averaged 16.7 pounds per cow per day, 0.2 of a pound more than Oct. 1, 1987. The value of the grain and other concentrates averaged \$8.30 per hundredweight, \$1.60 more than a year earlier.

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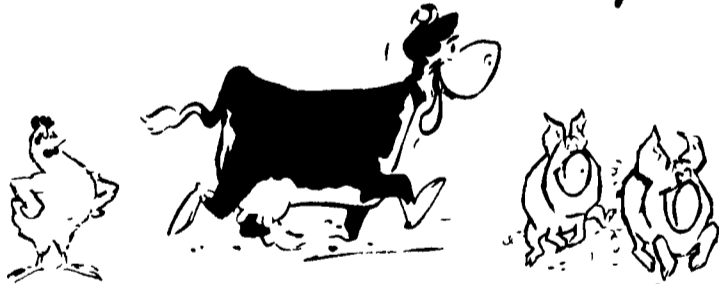
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