

1989 Dairy Promotion Programs Unveiled

COLUMBUS, OH — Plans for 1989 dairy advertising and promotion programs were unveiled during the 18th annual meeting of the United Dairy Industry Association (UDIA), September 21-22 in Minneapolis. "Progress Through Partnership" was the theme of the meeting, which highlighted 1988 programs for dairy farmer-funded advertising, nutrition education and research and new product process and research. Approximately 450 dairy farmers and individuals working in UDIA member units, Affiliated Dairy Council Units and related industries attended the two-day meeting.

1989 Local Programs Will Mirror 1988

Scott Higgins, general manager of the Columbus, Ohio-based Mid East UDIA and the Federal Order 36 Advertising and Promotion Agency (F.O. 36 Agency), notes that most of the promotion programs developed for 1989 will be implemented locally in Ohio, western Pennsylvania and parts of West Virginia and northern Kentucky. "UDIA's 1989 advertising and promotion plans will build on the successful base established in 1988 for advertising, retail and foodservice," notes Higgins. He adds that existing and new nutrition education programs will also be implemented locally by Mid East's 12 Dairy and Nutrition

Council offices.

According to Grover Simpson, vice president of marketing services for UDIA, "1988 changes helped streamline and strengthen point-of-sale material for retail stores." Redesigned materials were placed in select supermarkets, with an emphasis on those stores with a \$4 million gross annual sales. This represents 70 percent of U.S. dairy product sales. And after a successful tie-in promotion with Sara Lee Snacks, Simpson anticipates future coordinated tie-ins with branded manufacturers.

Other programs proven to be winners in the retail marketplace which will be evident in 1989 include: A Dairy Product Profit Program which will indicate true profit potential for real dairy products; and undertaking a comprehensive trade/retail needs assessment. This assessment will establish what is wanted by the retail and trade industry, which may result in additional necessary programs and seminars. The new programs and training will complement existing programs and enhance profitability development.

In the foodservice sector, where competition for the food dollar is fierce, the markets to be addressed will be: foodservice operators, foodservice distributors and

school foodservice operators. A new mini-magazine insert was also introduced, "REAL possibilities, They're Endless." The insert will be placed in key national and local foodservice operator publications and is designed to heighten the awareness of the benefits and versatility of real dairy products.

Advertising and promotion will see the continuation of the "REAL Seal" program. And Willard Scott's believability as a real dairy product advocate will again be the focus of promotions for spring cheese, summer butter, fall cheese and butter. "For the fourth year," notes Higgins, "the Beef Industry Council will join Mid East UDIA and the F.O. 36 Agency for a powerful spring promotion for lean ground beef and real cheese. A June Dairy Month promotion is also scheduled for the summer of 1989.

The "Milk, America's Health Kick" fluid milk campaign will emphasize a strong new theme line focusing on Milk's nutritional value.

According to Higgins, "1989 will be especially challenging for the dairy industry and generic advertising. By locally implementing programs which are developed and implemented nationally by the 19 UDIA member organizations, our programs

can best maximize the use of dairy farmers' promotion dollars and increase the consumption and use of real dairy products."

The F.O. 36 Agency is the advertising and promotion program for dairy farmers in the Federal Order 36 milk marketing area in western Pennsylvania, eastern Ohio and parts of West Virginia. It is administered by the Columbus-

based Mid East UDIA, which also services the Federal Order 33 dairy farmers in Ohio and parts of northern Kentucky. In a coordinated effort with 19 UDIA member units nationwide Mid East UDIA and the F.O. 36 Agency support a total dairy promotion program through advertising, retail marketing, foodservice development, food publicity and nutrition education and research.

PA Dairy Promotion Program Elects New Officers

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"The farmer out there at the end of the line is contributing his money, and we can't forget about him", Corbin said following his election during the November 3 board meeting in Harrisburg.

"We have to be sure his money is being spent wisely during these tough economic times."

Serving with Corbin on the PDPP's new Executive Committee are Karl W. Kroeck of Knoxville, vice chairman; Janice Burkholder of Chambersburg, secretary; James L. Harteis of Ebsenburg, immediate past president; and Richard Shellenberger of Manheim.

New members of the 21-member board, nominated by dairy far-

mers and appointed by PA Secretary of Agriculture Boyd E. Wolff, are: Peter Block of Sugar Grove; Raymond J. Diebold of Altoona; and Robert Gehman of Coopersburg.

Additional board business conducted at the November 3 meeting included final action on a \$2.4 million budget for fiscal year 1988-89, of which 48-percent is for special project, radio and television advertising. A new, thirty-second TV spot scheduled to begin airing November 9 illustrates how empty the holiday meal table would be if there were no items containing real dairy products.

Twenty percent of the new budget is earmarked for public relations and promotional costs, including technical assistance personnel, local matching funds and grants, the Dairy Princess Program, printing, promotional material and dairy product purchases, special events, and sponsorship of LANCASTER FARMING's "Dairy of Distinction" program.

Fifteen percent of the budget is for public and industry education, including funding of the three Dairy Councils serving Pennsylvania and the Penn State Milk Quality Testing Program for dairy farmers.

Three percent of the spending plan is for PDPP administrative costs; one percent for equipment and surveys; and the remaining 13-percent is designated for contingencies.

The Pennsylvania Dairy Promotion Program, re-organized by state law in 1987 to give dairy farmers direct control, is voluntarily supported by more than 4,000 dairy farmers statewide.

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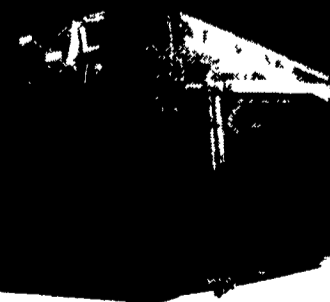
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