

# Federal Order 4 Farmers Given Promotional Choices

HARRISBURG (Dauphin) — As a service to Federal Order 4 dairy farmers in Pennsylvania, a letter explaining their 10-cent-per-hundredweight regional promotional assessment is being sent out by Paul Corbin, chairman of the Pennsylvania Dairy Promotion Program (PDPP).

As Corbin's letter outlines, there are many qualified programs to which dairymen may voluntarily assign their 10 cents, but the three that visibly affect FO4 Pennsylvania farmers are the PDPP, the Middle Atlantic Milk Marketing Association (MAMMA), and the National Dairy Board (which by law automatically receives five cents of the total 15-cent-per-

hundredweight assessment.)

Included with Corbin's letter to FO4 dairy producers is a sign-up card; if no program is specifically designated, the Market Administrator automatically assigns the assessment to MAMMA.

"We've taken the initiative to send this letter because we want to be sure dairy producers are aware they have a choice," said Corbin.

The PDPP was re-organized by state law in 1987 to give dairy farmers direct control of the Program's advertising and promotional activities. One area of demonstrable leadership and success is in the PDPP's support of local dairy promotion committees. During 1988, more than half of the

PDPP's local "Matching Funds" resources were distributed in the south central/southeastern region. This matching program has enabled dairy farmers to conduct grassroots marketing, going right to the consumer.

The PDPP has also provided supplies, technical assistance and cash support for numerous region-wide shopping center and store promotions, "Farm City" events, and local special events, such as "Scenic River Days" in Reading, "Summer Love Sundae Tuesday" on the State Capitol steps, and the "Strawberry Festival" at Brandywine Hospital.

Thousands of consumers in the region have been encouraged to

use real dairy products through the PDPP's participation in the Pennsylvania Farm Show and All American Dairy Show, and through funding of local dairy promotion organizations' radio and print advertising.

Through its own broadcasting, the PDPP both reaches markets not tapped by other promotional programs, and increases the frequency of consumer exposure to dairy messages with advertising that complements other programs' efforts.

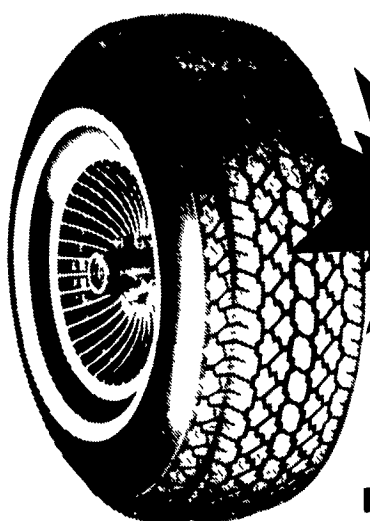
Dairy nutrition education in the region is assisted through the PDPP's sponsorship of Dairy Council Inc. of Southampton, and dairy standards are maintained in

part through the PDPP's support of the Penn State Milk Quality Testing Program.

"Because our focus is on localizing dairy product promotion," Corbin pointed out, "dairy farmers' money assigned to the PDPP is spent on helping Pennsylvania farmers reach consumers - not on overhead, excessive staff, organizational membership fees or other non-essential expenses."

The PDPP's administrative costs average three percent of its annual two million dollar budget, compared to the five percent limit set by the National Dairy Board for such programs.

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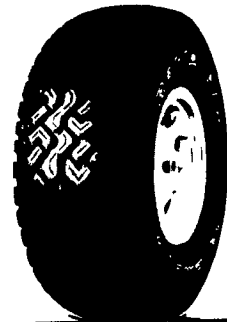
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## MAMMA, Hersheys and Four Dairies To Promote Hot Chocolate

TOWSON, MD — Hot chocolate is the subject of a cold weather promotion partnership forged between the Middle Atlantic Milk Marketing Association, Hershey's Foods and four area dairies. Under MAMMA's leadership, the alliance of food marketers have laid out a promotion strategy to increase sales of fresh milk and Hershey's new Chocolate Milk Mix.

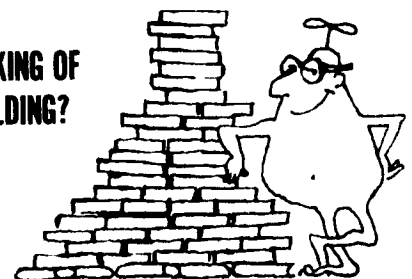
Promotion elements will include over 400 colorful roadside billboards, minibillboards on ski lift towers and four special event day promotions at Pennsylvania ski resorts, and ads on ski trail maps.

Both the roadside and slopeside billboards picture a steaming cup of hot chocolate, Hershey's new Chocolate Milk Mix, and the slogan, "Ski Lift." The roadside billboards will be up for one month beginning in mid-January. The ski lift billboards on slopeside will be up for the entire ski season.

To tie-in with the billboards, the alliance has scheduled four special event days at Ski Liberty and Ski Roundtop where they will be giving away 700 gallons of hot chocolate to thousands of skiers. These event days are scheduled for January 8 and February 5 at Ski Liberty, near Gettysburg, and January 15 and February 12 at Ski Roundtop, near Harrisburg.

MAMMA will be giving away promotional hot chocolate ski caps to the first 1400 skiers to come out to each of the promotions. Up to 20,000 skiers are expected to come out to each of the promotions. Up to 20,000 skiers are expected to turn out for the events. Turkey Hill, Greene's, Rutter's and Greenspring Dairies will be providing the milk to make the hot chocolate. Dairy princesses from Pennsylvania and Maryland will be assisting with distributing hot chocolate and ski caps.

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