

# MAMMA Reorganizes

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Fewer farmers mean less milk and that means dwindling contributions. MAMMA is not only faced with a shrinking budget, but also as much as a 15 percent increase in advertising costs each year. To top it off the competition for the consumer's dollar in the food marketplace has become fierce.

But MAMMA has found a way to cash in on its product's healthy reputation. The association has found other food manufacturing companies who are eager to have their products associated with milk. The results have been healthy, too. These companies have picked up the tab for as much as one half the advertising expenses.

Last year MAMMA jointly advertised milk with cookies. It proved successful and MAMMA this year is expanding the project to manufacturers of other foods which are either made with milk or accompanied by milk. This year MAMMA and Hershey's have joined together to promote hot chocolate and more projects such as this one are in the works to enhance MAMMA's revenues and consumer impact.

MAMMA will no longer be regulated by Federal Order regulations, but the association will remain committed to the milk producers of Federal Order #4 and see that their promotional dollars follow milk to its market area. MAMMA is committed to spend milk producers' advertising dollars where they will do the most good: where the milk is sold and consumed.

MAMMA's milk producers

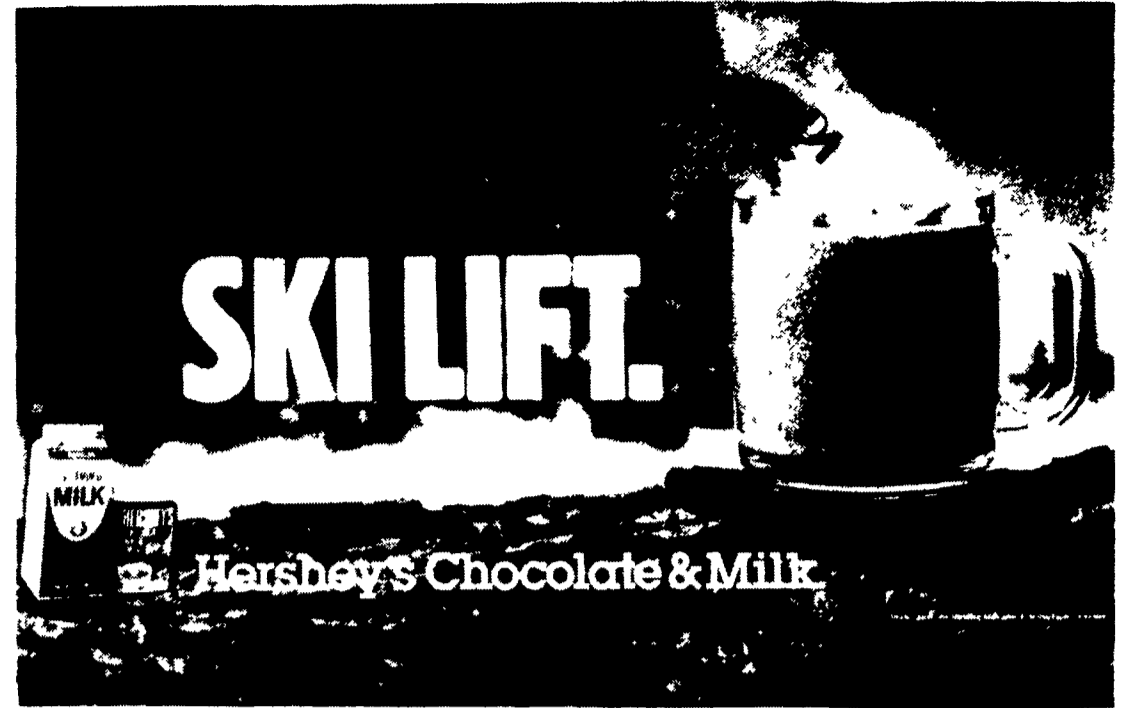
come from a large area covering parts of Pennsylvania, Maryland, West Virginia, Virginia, New Jersey and Delaware. But MAMMA's marketing area is concentrated in a small area along the East Coast corridor which includes Philadelphia, Baltimore and Washington, D.C. This small area accounts for the majority of MAMMA's sales which is why MAMMA concentrates most of its advertising in this densely populated area.

MAMMA remains a member of United Dairy Industry Association which includes the National Dairy Council, Dairy Research Inc., and the American Dairy Association. MAMMA will continue to implement UDIA's dairy marketing and education programs with food retailers, brokers and distributors, and food service operators.

As a result of the reorganization, MAMMA will be more competitive with the capability to respond quicker to today's fast moving marketplace.

LANCASTER — Paul B. Kline, a Lititz-area grain producer, has been named recently to the county Agricultural Stabilization and Conservation committee by delegates to the county ASCS convention, held earlier this month at the Farm and Home Center.

Kline will represent the farmers from the northwest segment of Lancaster County in the administration of ASCS farm programs for a three-year term. He had served on the ASC county and



The Middle Atlantic Milk Marketing Association and Hershey's Chocolate are about to launch a roadside and slopeside billboard campaign to promote hot chocolate. Colorful billboards of a steaming cup of hot chocolate in a winter setting will soon be up along Mid-Atlantic roadways and at two Pennsylvania ski resorts, Ski Liberty and Ski Roundtop. MAMMA and Hershey's, with the assistance of four local dairies, will be giving away hot chocolate to cold skiers at four daily promotions at the ski resorts. The daily promotions for hot chocolate are scheduled for January 8 and February 5 at Ski Liberty and January 15 and February 12 at Ski Roundtop.

## Lancaster County Convention For ASC Held

community committees for 15 years prior to 1983 and now replaces his son, Ronald, as vice chairman on the county committee.

Named as the "outstanding cooperator" in 1988 by the Soil Conservation District, Paul has had a tremendous influence in the county on the conservation accomplishments. He has also been instrumental in developing some of the first pipe outlet terraces.

The delegates also elected Jere Swarr, Manheim, and Earl Landis, Manheim, a three-year terms as first and second alternates respectively, to the county committee with terms beginning January 1, 1989.

Also elected at the convention were officers from among the elected committee members. H. Grant Troop, representing southern Lancaster County, was chosen chairman and Robert E. Martin, representing eastern Lancaster

County, will remain as the third regular member.

The County ASCS Committee is responsible for local administration of government farm programs such as Agricultural Conservation Program, Acreage Reduction Program, Dairy Termination Program, Rural Clean Water Program, and Conservation Reserve. The county committee operates under the guidance of the State ASC Committee and applicable federal laws and regulations.

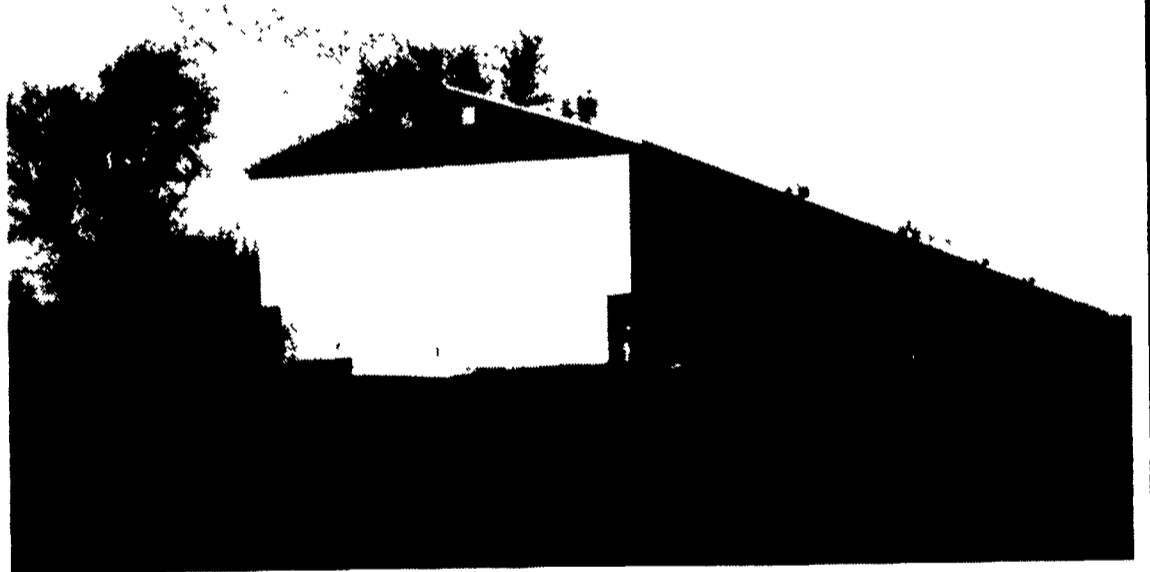
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