

## The New Marketplace

(Continued from Page A22)

Drink" campaign. Similarly, most national television advertising for milk has been directed at adult audiences, although the current "Milk: It Does a Body Good" campaign conducted by the National Dairy Promotion and Research Board is an exception.

The Montgomery County and Sharswood promotions were MAMMA's first direct venture into the schools, Norton said. In both cases, students were encouraged to collect I Love Milk stickers by drinking milk for lunch each day during the contest week. In Maryland, the major inducement was free tickets to a Washington Capitals hockey game. In Philadelphia, it was visiting a practice session of the Philadelphia 76ers basketball team.

At least one student from each participating school in Montgomery County received two tickets to a Capitals game March 14 at which MAMMA wound up sponsoring about 400 students, parents and school officials. An entire class of Sharswood students attended a 76er practice and, later, a number of students from each class attended an actual game March 15.

In Montgomery County, the effort dovetailed with several existing association programs. Prior to the contest, Vogts conducted a one-day training session on product handling and nutrition topics for about 250 cafeteria workers. The session paralleled the dairy department training seminars MAMMA conducts regularly for supermarket personnel. During the contest, teachers and cafeteria workers were encouraged to discuss milk's nutritional benefits using materials compiled by the Dairy Council of Greater Metropolitan Washington Inc., a MAMMA affiliate. And the Capitals promotion that concluded the contest was part of an ongoing series of sports-related promotions the association conducts.

Data compiled by foodservice workers in a number of the participating schools indicates a definite boost during the contest week, according to Laurine Mennell, supervisor of training and education for the county-wide school system. In particular, sales of half-pint cartons at selected schools to-

talled 24,718 on Wednesday during the contest, a 14 percent rise from the 21,642 cartons sold the previous Wednesday. Similarly, Friday sales rose nine percent, from 23,351 to 25,485 cartons.

Vogts attributes much of the increase to students who bought milk at a carte. Typically, milk — either whole, skim, two-percent or two-percent chocolate — is served with school lunches, Mennell said, although occasionally fruit juices also are offered. However, students who bring their own lunches do not automatically receive milk.

Boosting participation in the school lunch program was one reason why the county school system okayed the promotion, Mennell said. Another goal was to integrate the school lunch program with nutritional information.

Although data from the week following the contest is inconclusive, Vogts said, Mennell was optimistic about the contest's longer-term impact.

"I think it was up for awhile afterward, but I think we have gone back to pre-promotion levels," she said in early June. Moreover, she added, the association of milk with proper nutrition may leave a lasting imprint on the students' impressionable minds.

This hard-to-measure benefit was not lost on MAMMA's Norton and Vogts. "I think it's a tremendous method to establish habits in young people who will keep drinking milk later in life," she said.

Vogts said the future use of similar programs has yet to be determined. Because of the amount of time required, she said it is unrealistic to expect conducting such promotions each year in every school system in MAMMA's marketing area. This is particularly relevant in Pennsylvania, where the school systems tend to be much smaller and less centralized than Montgomery County's system.

However, she does hope to expand the foodservice training workshops for school employees. As part of this effort, MAMMA is helping to fund the development by the American Dairy Association of "Dairy Delicious," a new package of promotional and nutritional materials for school cafeteria workers, Vogts said.

## US, Canada Release

### Support Levels For Grains

### Under Trade Agreement

WASHINGTON, D.C.— The United States and Canada recently released the producer support levels for wheat, barley and oats calculated under the formulation specified in the U.S.-Canada Free Trade Agreement. The support levels are used as a benchmark to determine whether Canadian import licensing restrictions on certain grains and products will be eliminated.

The support levels are calculated in terms of the percent of producers' income provided by government support for each type of grain. The levels are:

	Wheat	Barley	Oats
U.S.	61.62%	72.49%	8.74%
Canada	46.28%	50.23%	11.09%

Under the terms of the agreement, Canada will remove its requirement for import licenses for wheat, barley and oats when U.S. support levels for these products are equal to or less than those of Canada. Since the U.S. support level for oats is less than Canada's, Canada will no longer require import licenses for oats and oat products.

Under the FTA, both countries reserve the right to impose or reimpose import restrictions on particular grains if imports increase significantly as a result of a substantial change in either country's support program for that grain.

# Anyone Who Loves Milk Can Win Free Tickets To The Hockey Game.



During the "I Love Milk" contest, you could win two free tickets to the Capitals Game. To enter the contest, just pick up a special "I Love Milk" card, then drink your milk every day for a week. At the end of the week, turn in your card. One winning card will be drawn from every elementary school in Montgomery County. So remember to drink your milk! Milk gives you the calcium, vitamins and protein you need for strong bones and teeth. And during the "I Love Milk" contest, it could even give you free hockey tickets.



This poster was used in the Montgomery Co., MD, school system.

**LOOK TO LANCASTER FORD TRACTOR**

UNDER THE  
**SIGN OF QUALITY**

**COMPACT DIESELS**

**INDUSTRIAL TRACTORS**

**NEW HOLLAND SKID LOADERS**

**LAWN & GARDEN TRACTORS**

**FARM TRACTORS**

**LANCASTER FORD TRACTOR, INC.**  
 The Counties Oldest & Largest Ford Tractor Dealer  
 1655 Rohrerstown Rd.  
 Lancaster, PA 17601  
**(717) 569-7063**