

PDPP Starts Cheers Program

HARRISBURG (Dauphin Co.) — This prom and graduation season, Pennsylvania's dairy farmers have joined the fight against teenage alcohol abuse by marketing a special non-alcoholic beverage program to high school students statewide.

"Over the last five years, more than 20,000 Pennsylvania teenagers have been involved in alcohol-related traffic accidents, many during the prom and graduation season," said PDPP chairman Donald Duncan. "Our Cheers

program promotes milk-based beverages as a healthy and safe alternative to alcohol."

More than 50 Pennsylvania high schools are participating in the Cheers prom and graduation promotion by ordering free party packs that include supplies, decorations and recipes for milk-based punches.

Dairy farmers are also taking their case to the public through a satellite video news release. The Cheers video news release will be broadcast to television stations

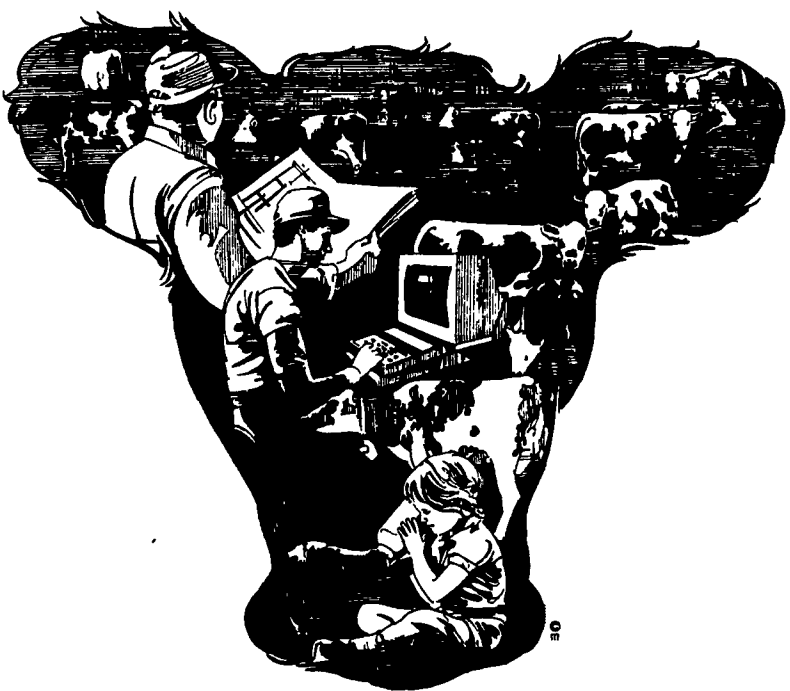
statewide May 11 and includes interview segments with Duncan, a representative from Mothers Against Drunk Driving and the dramatic story of one Pennsylvania teen whose life was drastically altered by drinking and driving.

The prom and graduation pro-

motions mark the start of a year-long Cheers marketing campaign that will feature public service announcements, retail promotions and free collateral materials for restaurants serving Cheers beverages.

The Pennsylvania Dairy Promotion Program was reorganized by state law in 1987 to give dairy farmers direct control of product marketing. The program is voluntarily supported by more than 4,000 dairy farmers statewide.

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"Let's get involved in May 15 primary"



Ag Republican Bev Snyder, Venango county, is active in farm organizations and Western Pennsylvania politics.

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urges Bev Snyder

The spring primaries are something like gardening. Here's where we hoe out the weeds and help along qualified candidates. Ones who will give agriculture a stronger voice in Harrisburg.

And we have a bumper crop to cultivate this spring. Still to be decided May 15 are the Republican nominees for governor, 25 state senate seats and 203 state representative spots.

Is it too late to get involved? Absolutely not. Call your favorite candidates. Find out how they stand on such things as Casey's cutback in ag research and neglect of farm youth programs.

Let them know that farmers and agribusiness people aren't sitting on the sidelines. We want to help. In the primary May 15. During the fall campaign.

Volunteer to hand out literature at the polls Tuesday. Or transport handicapped voters and senior citizens to the polls.

Don't discount the telephone. A brief call to neighbors election day could decide a tight race.

The May 15 primary is democracy in action. And you'll be the big winner by just getting involved.

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MAMMA, ACME Cooperate To Promote Milk

TOWSON, Md.— Acme Markets has become the latest major retailer to authorize the use of milk price boards provided by the Middle Atlantic Milk Marketing Association (MAMMA).

Acme Markets will be the single largest user of the boards in the mid-Atlantic area with the installation of the signs in 280 Acme stores throughout Pennsylvania, southern New Jersey, Delaware and Maryland.

"Thanks to a team approach involving not only MAMMA, but Lehigh Valley Dairies as well, we were successful in convincing Acme to use them," said MAMMA Marketing Director Bill Snitcher. "Even though it took an entire year to get the go-ahead, the results should be well worth the wait."

Acme Markets is to further support the program by investing their own funds to match the colors on the price boards with the colors used on Acme's different varieties of milk. They have also decided to hire an outside firm to install the boards rather than using their own employees.

"Together, the joint investment between MAMMA and Acme totals approximately \$13,000 in behalf of area dairy farmers," Snitcher said.

Installation of the equipment should begin this month. In order to receive the boards, Acme had to agree to display them for at least one year. It is hoped they they will become a permanent addition to the stores, MAMMA officials said.

MAMMA's price boards have been placed in almost 800 supermarkets including Super Fresh, Thriftway, Basics, Valu Food, Santoni's, Farm Fresh, IGA, Clemens, Jay's, Karn's, and Food Lane.

