

National Dairy Promotion Board Meeting Results

ADVERTISING & PROMOTION HIGHLIGHTS...

Two new butter commercials "Nothing" and "Family Reunion" were approved. The timing and strategy behind these two commercials are a direct result of the Dairy Industry's Butter Task Force. Epitomizing the type of collaboration that the Strategic Marketing Alliance seeks to bring to the dairy industry, the Butter Task Force is a result of the National Dairy Board's Advertising Committee, who saw a need to establish a coalition of dairy industry groups involved in butter promotion.

In February of this year, the Butter Task Force met for the first time to discuss coordinated efforts for future butter marketing efforts. Members of the Butter Task Force

include: the National Dairy Board (NDB); the American Butter Institute; United Dairy Industry Association; Wisconsin Milk Marketing Board; California Milk Advisory Board, representation from Oregon, Washington, and other butter manufacturers and processors.

The strategy for the two commercials is based on research conducted by several members of the Butter Task Force, in addition to proprietary research from butter manufacturers which indicates that a taste driven strategy targeted to heavy butter users during key holiday seasons would likely be the most effective. Thus, the recurring theme for both "Nothing" and "Family Reunion" is "When you want the occasion to be special, the foods you serve demand the great taste of butter."

Research also revealed that the timing of when the ads appear could play a vital role and recommended that the commercials be aired in mid-November to take advantage of the time when consumers are most likely to be shopping for Thanksgiving and Christmas dinners. In addition to the two new commercials for butter, the Board also authorized new advertising for cheese and butter for food processing. These new ads were also prompted by the work of the Butter Task Force.

"By pooling the research and knowledge, we have a much more far reaching, coordinated strategy planned for our butter advertising, which is a good example of how the SMA process works," said George de Jager, NDB's Senior Vice President of Advertising.

At the Board meeting, the

Market Research Committee reported on the success of the joint ice cream promotion with NDB, Nabisco and UDIA. This one successful effort realized approximately \$13 million in incremental sales of ice cream.

PUBLIC RELATIONS HIGHLIGHTS...

The Public Relations Committee approved an official NDB position policy paper on dietary fat and health. The *National Dairy Promotion and Research Board's Policy on Dietary Fat and Health* provides a summary and interpretation of the current scientific literature and also outlining programs and initiatives that the Board believes are necessary to meet the market demands of today and the future.

NDB believes the following concepts and directions are key to

effectively addressing the numerous issues related to the dietary and health arena, both now and in the future:

- *Communication of accurate and clear advertising and educational messages to health professionals and the public about the value of dairy products in a healthy diet, as well as the transfer of reliable information about possible relationships between dietary fats and health.*

- *Delivery of products with a wide variety of fat, calories and cholesterol levels, thus providing consumers with an array of dairy products consistent with individual wants and needs.*

- *Development of product and process technologies to modify milkfat in ways consistent with consumer's good health demands.*

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Keystone Cornucopia Approaches

HARRISBURG (Dauphin Co.) — Since 1981, the State Council of Farm Organizations has been pairing agricultural and food industry leaders with state legislators and policy-makers over plates of Pennsylvania produced delicacies. The Keystone Cornucopia has become the premier food celebration for the agricultural industry.

This year's dinner, scheduled for February 4, will be held at the newly opened Harrisburg Hilton Hotel.

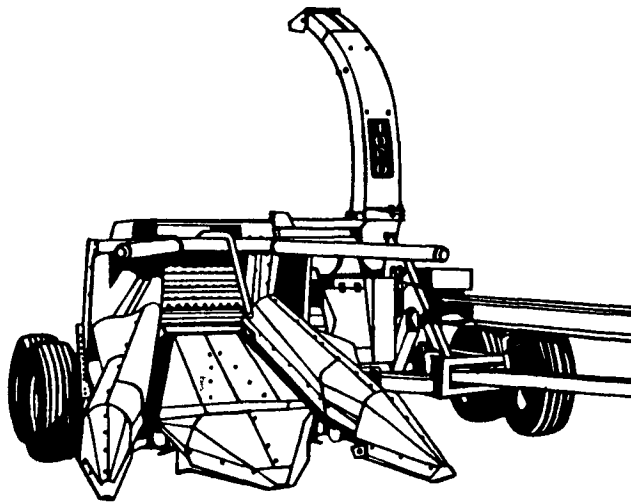
The menu for this year will include entrees of chicken, pork, and beef as well as Pennsylvania potatoes, vegetables, fruit, and dairy products. There will be entertainment and a speaker involved in agriculture, although a speaker has not been finalized at this time. The usual distribution of gift baskets of Pennsylvania products to the legislators will occur directly before the speaker. As last year, unclaimed baskets and fresh unused food will be taken to Bethesda mission after the meal.

The Pennsylvania State Council of Farm Organizations is devoted to promoting Pennsylvania's agriculture. It is comprised of nearly 70 agriculture related groups, organizations, and businesses. They work toward the solution of mutual problems and the support of constructive agriculture-related legislation.

For more information on the council, call (717) 234-5001.

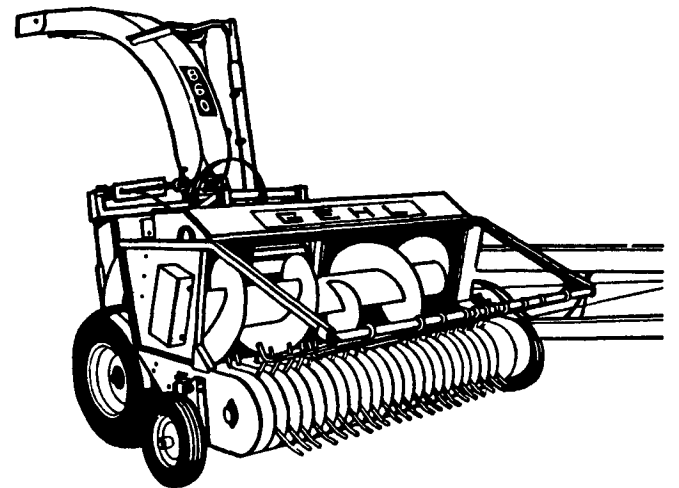


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With a horsepower rating for maximum 200 hp, the Gehl 1060 features exclusive patented spinner delivery system that "jets" material from cylinder to blower in a continuous flow. Other features include overrunning clutch; in-head hydraulic knife sharpener that allows in-field knife sharpening and refacing of cutterbar, using tractor hydraulics; and single-station cutterbar adjustment Auto-Max system, speed monitor, metal detector, haylage water tank optional! It's totally versatile! Make us prove it with a demonstration.



Solid. Reliable. Efficient.

Gehl's 860 forage harvester can be used with tractors from 60 to 150 hp. It features a patented single-station cutterbar adjustment. Options include metal-stop metal detector; an in-head hydraulic knife sharpener that allows in-field knife sharpening and refacing of cutterbar, using tractor hydraulics; overrunning clutch; bevel extenders for the cylinders, haylage water tank and tandem axles. The best buy on the market! Make us prove it with a demonstration.

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