

Mid East UDIA Approves \$6.1 Million Budget

COLUMBUS, Ohio — The board of directors of Mid East United Dairy Industry Association has approved a \$6.1 million budget for the 1992 advertising and promotion programs of the dairy farmer-funded promotion association serving Ohio, western Pennsylvania and parts of West Virginia and northern Kentucky.

In addition to the programming of Mid East UDIA and the Federal Order 36 Advertising and Promotion Agency, the total budget includes \$407,000 in advertising and nutrition education programs for which the Pennsylvania Dairy Promotion Program has contracted with Mid East to coordinate and implement joint programming in the commonwealth.

Advertising is Mid East UDIA's highest priority, and the association anticipates spending \$3.3 million to develop and implement television and radio commercials for dairy products.

Approximately \$2.8 million of this will promote fluid milk. The remaining dollars will fund seasonal advertising for butter, cheese, ice cream and other dairy products.

Television advertising will be the main focus of the 1992 media strategy, complemented by concurrent radio advertising. These two mediums provide the most efficient and cost-effective program delivery to reach the mass

audiences with the greatest impact.

Mid East UDIA will sponsor two new 30-second television ads and three 60-second radio spots that will target the growing population of baby boomers, ages 25-49.

This group, concerned with maintaining their health and youthful appearance, offer the most potential to take advantage of milk's nutritional benefits and therefore increase their milk consumption.

The nutrition education and consumer marketing programs of the Dairy and Nutrition Council Mid East are a vital part of the association's unified messages. Mid East UDIA has allocated \$1.45 million to research, develop and implement programs that will establish the association as the dairy nutrition resource for consumers.

Dairy Council's dietitians and home economists convey key nutrition messages through programs and services that deliver accurate and positive dairy messages to health care professionals, educators, and specific leader groups who have an impact on consumers of all ages.

Consumer marketing efforts focus on providing dairy-friendly communications to food editors, home economists, and other consumer leader groups.

In addition, Mid East will spend

\$570,000 on retail and foodservice marketing programs, which provide training and resources to dairy case managers, processors, restaurateurs, school foodservice directors and distributors to increase the sales and profitability of real dairy foods.

These programs also complement the seasonal advertising campaigns and therefore create higher visibility of dairy products during promotion periods.

The board also approved \$290,000 for communications and industry promotions. These programs offer vital messages and services to consumers, the media, and dairy farmers about the overall promotional messages and services of the association.

As a member of the United Dairy Industry Association, Mid East UDIA will contribute \$330,000 to the federation for unified research and development of advertising, marketing, and nutrition education programs designed to create a market for real dairy products.

The UDIA federation coordinates programs through the

National Dairy Council and the American Dairy Association based on the needs of its 24 member organizations and affiliated dairy council units.

UDIA also plans to continue to work with state and regional promotion groups outside of the federation as well as with the National Dairy Promotion and Research Board to conduct complementary programming.

The board also approved \$260,000 for Mid East's organizational operating expenses necessary to conduct the business of the association.

All of Mid East UDIA's advertising and marketing programs are structured to complement one another and to deliver a unified promotion message, therefore maximizing the efficiency of dairy farmers' promotion dollars.



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