

## Dairy Industry Promoted At Stock Car Race Track

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Woodhull (Steuben Co., N.Y.)

— It was just the first step in a grand scheme to promote the Dairy Industry through auto racing, but it proved it could be done with success.

Saturday night, June 6, Woodhull Raceway, Woodhull, N.Y., was the site of the National Dairy Month Kickoff-40 Lap Modified Special.

The stock car race was organized by Real Team Marketing, and the brainchild of Bill Appel, a former dairy farmer and race car driver residing in Middlebury Center.

"To our knowledge, the race was the first ever to promote dairy products," said Appel.

As part of the promotion, Candice Kennedy of Middlebury Center in her last official appearance as 1991 Tioga County Dairy Princess, gave away 100 containers of chocolate milk provided by Payne's Dairy of Knoxville.

Another novelty that was a definite crowd pleaser was an ice cream concession stand. And oh, it tasted so good as the sultry evening air hung over the track. Ask anyone who got to the stand before it sold out.

Sixty gallons of the stuff were provided by Sunset of Williamsport, with profits from the sales benefiting the Pickadilly 4-H Club of Mansfield. An estimated 500 cones were sold, a feat never before experienced or even imagined at the track.

In addition to a purse of \$1,500,

the winner of the modified stock car race, Don Kio of Ulysses, received a trophy with the Real Seal on it, presented by Dan Baker of Covington, director of the American Dairy Association. Kennedy also presented Kio with a "winner's choice" milk drink (naturally) in lieu of the traditional champagne.

Local businessmen played a major role in sponsoring the race. "Their contributions have been greatly appreciated," said Appel. In return, the sponsors were acknowledged in an advertising display on the track's center. Appel added, "It's our way of showing the spectators we want them to support the businesses who support us (the farmers)."

Among the sponsors that participated are Houghtaling's Garage and Middlebury Co-op, both of Middlebury Center; Helena Chemical Company (formerly Formost Ag.), Wellsboro; Payne's Dairy, Knoxville; Sunset Ice Cream, Williamsport; Pickadilly 4-H Club, Mansfield; Pelton Trucking, Monroeton; Pine City Veterinary Clinic, Pine City, N.Y.; Lawson's Garage, Woodhull, N.Y.; Pick-A-Part Automotive, Horseheads, N.Y.; Heavy Equipment Supply and Addison Farm Supply, both of Addison, N.Y.

Why did Real Team Marketing go through the trouble of organizing and getting local businesses to sponsor such an event? To prove a point. That dairy products can be marketed effectively in an area the Dairy Industry has not yet used:



Toasting the crowd for their support, Kio drinks his milk.

motor sports.

According to the National Hot Rod Association, motor sports is the #1 spectator sport in the nation.

Real Team Marketing, a conceptual, multi-level marketing program marrying the racing and dairy worlds, was formed because Appel has a dream of giving the dairy industry a much-needed boost in promoting its products. His goals are for the industry to experience an increase in the consumption of all dairy products and to achieve better distribution of those products to the public.

"Better promotion is the key to getting the public to use our products," said Appel.

As a farmer, Appel understands how the farm crisis and low milk prices have hurt the individual farmer. As a former race car driver, he knows first-hand why major industries use motor sports to market their products. It increases sales.

"Soft drinks, alcoholic beverages, even large food chains merchandise through auto racing," said Appel. "Why shouldn't the dairy industry?"

It took a year of preparation, and a friend's introduction to three people whose area of expertise lies in marketing, but Appel's dream is finally becoming a reality. He's joined forces with Oscar Michaluk of West Nyack, N.Y., and Deborah Meibov and Richard Feldman, both of South Nyack, N.Y. to create Real Team Marketing.

Michaluk, formerly with Carquest Corporation and BWP Distributors as a national marketing director, brings nearly 20 years of automotive marketing experience to Real Team Marketing.

Meibov has 15 years of creative and art direction experience. She provides the foundation of the vis-



A warm June evening may have been an incentive for getting a cool treat, but ice cream is always worth the wait. Here, long lines of customers prove dairy products are as popular as soft drinks and hot dogs when the public is given a choice.

ual sense required to make this program a success.

Feldman, considered an "expediter" in his field, has the experience and ability to bind the members of the team and provide focus on those elements of the program requiring action on a day-to-day basis, putting the right people in the right jobs at the right time to get the work done.

Real Team Marketing's concept is to create The Real Team, a skillfully and professionally blended combination of three separate championship National Hot Rod Association (NHRA) racing teams, representing three major racing divisions: Top Fuel Classic, Funny Car, and Pro

Stock.

Real Team Marketing has plans for the racing teams to participate in 19 national race events as a way to promote milk, ice cream, cheese and other dairy products. Support from industry leaders has been favorable and plans are being made to take the concept to higher levels.

The Woodhull race will be used as a positive example of what could happen on a nation-wide basis.

In any event, fans at Woodhull are convinced that dairy products such as ice cream should be made available at every race. And to Real Team Marketing, that's what promotion is all about.

## Pseudorabies Program

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ness that can't survive long with a lot of permanent production costs.

The key to surviving with a flexible and unknown profit margin is that there has to be enough margin on a normal year to offset the bad years; and bad years can't get too bad.

Too much mandated overhead pushes out the small producer. In the end, it's the large producer who benefits from reduced competition.

Treadwell used to run a farrow-to-finish operation and sell direct for slaughter. He switched to feeder pigs when his children were going to college, because it decreased the amount of overall investment in each lot.

Also, there's a shorter turnaround time between investment and return on feeders, which helps with maintaining an available cash flow. With feeders, they are ready for sale in three months.

The farrow to finish operation required more production time, investment and carried a higher associated risk, he said.

After selling feeders at the Friday graded feeder pig sale at Westminster for some time, Treadwell switched to Tuesdays because of testing requirements.

He said that, at the urging of hog breeders, the sale became an "elite" sale restricted to those animals with veterinarian certification and blood tests.

Not desiring to take on the then-unnecessary expense of drawing blood and testing his feeders in order to continue marketing at such an elite market, Treadwell said he instead switched to marketing hogs on Tuesdays.

Now he and others will have no choice but to increase their overhead and comply with the new regulations.

The state of Maryland Department of Agriculture (MdDA) had approved the regulations and the regulations were published in the state's official publication making them legal.

MdDA failed to notify extension service agents, veterinarians, auction operators and producers about the need to comply with federal regulations.

However, without directly admitting that the move was done without adequate notice and normal industry consultation, the department on Thursday issued a statement that the testing will not start July 6.

Instead the regulations go into effect Oct. 1, this year.

Treadwell said he isn't sure exactly what he is going to do in the face of the new regulations.

He said that the options are limited. The options are either to sell the feeder pigs illegally and privately, or switch to producing and selling slaughter pigs directly.

As of Friday morning, there was no information available as to the estimated cost of compliance, as that was not a consideration. Also, it couldn't be confirmed as to the exact reason that the state agriculture department put the regulations through without notifying any member of the industry to which the regulations would affect.

The basic program, however, is to set up conditions so that a breeder can establish either a pseudorabies-free herd, or a pseudorabies-monitored herd.

Specifics on the program are available now through the state department of agriculture and should soon become available through the veterinarians (though livestock-qualified vets are in short supply), extension people and possibly through the Maryland Pork Producers Council.

## Wolff Urges Farmers To Join Veggie, Fruit Program

HARRISBURG (Dauphin Co.) — Farmers who produce fresh fruits and vegetables can expand their markets by joining the Farmers' Market Nutrition Program (FMNP), State Secretary of Agriculture Boyd E. Wolff said.

The program provides vouchers to Women, Infants and Children (WIC) Program participants for the purchase of Pennsylvania grown, fresh fruits and vegetables from authorized farmers' markets or roadside stands. This year, the program will operate in 48 counties and serve more than 28,000 WIC participants.

"The Farmers' Market Nutrition Program is a win-win situation for Pennsylvania farmers and WIC program participants," Wolff said. "The program provides fresh, wholesome food to those at nutritional risk, and it also helps our farmers by expanding their markets to customers who might not ordinarily purchase produce from farmers' markets."

Farmers who sell their produce at farmers' markets or roadside stands may be authorized by the Department of Agriculture's FMNP program office to accept the checks as payment for their

produce. The checks may be cashed at any local bank.

Information on the program is available from Lesa Tressler at Pennsylvania Department of Agriculture, Farmers' Market Nutrition Program, 2301 North Cameron Street, Harrisburg, PA 17110-9408, (717)787-5086.

