

Dairy Association Rates Supermarket Dairy Displays



SYRACUSE, N.Y. — To help boost dairy sales, the American Dairy Association and Dairy Council, Inc. (ADADC) is implementing retail store level audits to rate stores on dairy product availability, attractiveness, cleanliness and space allocation. Nielsen Marketing Research will conduct the dairy case audits on behalf of ADADC in major supermarket chains in ADADC's region.

By implementing the audit program using an independent research firm and sharing the information with the retailers audited, ADADC will help retailers improve the profitability of the dairy case. ADADC's consumer promotions department will continue to work with retailers, manufacturers and dairies to implement improved dairy case management

techniques and point of sale activities. Training seminars for retailers will also be held with workshops on profitability of the dairy case, proper maintenance, procedures for stocking shelves, and how merchandising and advertising can affect sales.

In November, a certified audit trainer from Association Milk Producers, Inc. (AMPI) conducted a one-day workshop in Syracuse for twenty-five retailers who were given classroom and store experience. Workshops were also conducted at sites on Long Island and in New Jersey.

In ADADC's marketing area

each year, consumers spend more than \$24.6 billion dollars on retail food purchases. Dairy sales represent 8 to 10 percent of the total sales. ADADC's consumer promotions department will continue to concentrate its efforts on increasing the profitability of the dairy case to the retailer, which will in turn benefit dairy producers through increased dairy product sales.

The American Dairy Association and Dairy Council, Inc. is a dairy promotion organization representing dairy producers in New York, New Jersey and Pennsylvania.

In-store dairy case audits are part of ADADC's training program to educate retailers about the profitability of dairy products.

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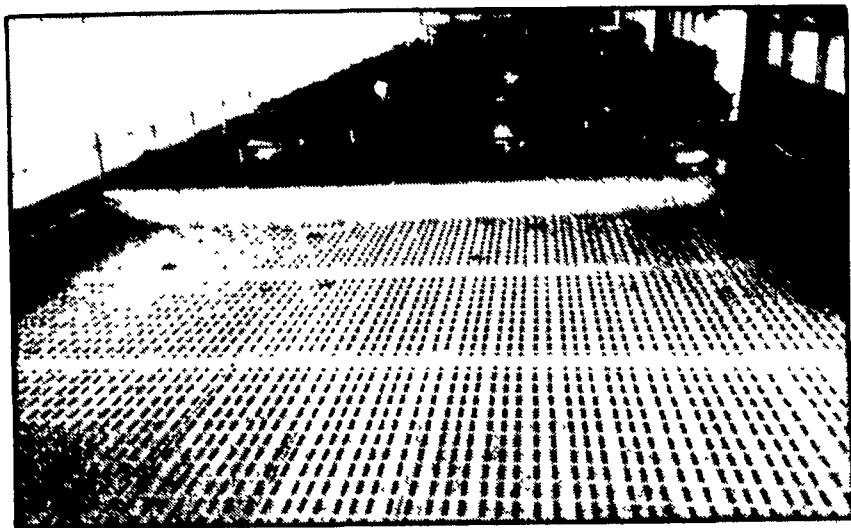
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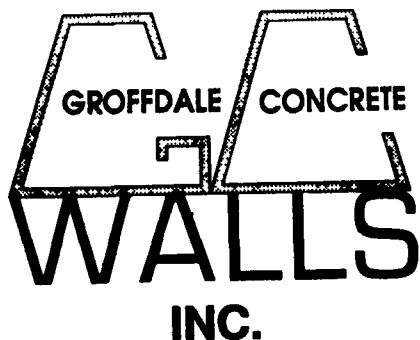
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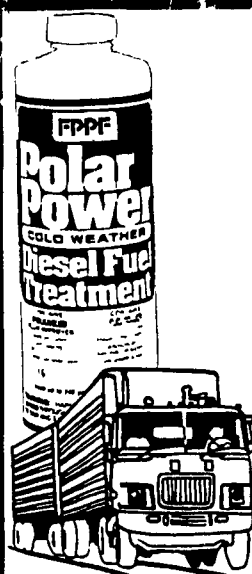
Cook's Question

(Continued from Page B8)

QUESTION — Eileen Newcomer, Mount Joy, requests a recipe for Banana Whoopie Pies.

ANSWER — Dee Vogelsong wanted to know where to buy jars and lids for horseradish and mustards. Jars can be purchased from Henry Beiler Shop, 133 S. Maple Ave., Leola, PA. 17540. The Lancaster County store stocks 5, 7, 8, 9, and 12 ounce sizes in addition to pint, quart, and gallon jars.

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