

# PDPP To Hold Annual Meeting

**HARRISBURG** (Dauphin Co.)—Dairy producers are invited to learn more about the Pennsylvania Dairy Promotion Program's efforts to meet the dairy promotion challenge.

A fifth annual meeting of the PDPP will be held Feb. 2 at the Atherton Hilton Hotel, in State College. The meeting will also include a presentation by Pittsburgh Pirate commentator, Lanny

Frattare.

"We want dairy producers to understand how our marketing plan has been developed to meet the challenges of the dairy industry," said Brian Ross, PDPP program manager. "Our theme, 'Meeting the Challenge,' was created to reflect the many demands that we faced in 1992, and those that remain for 1993."

At the meeting, scheduled to

begin at 10:30 a.m., dairy producers will be given a review of Pennsylvania Dairy marketing activities conducted during 1992. Board members and PDPP personnel will be on-hand to answer questions and discuss program functions.

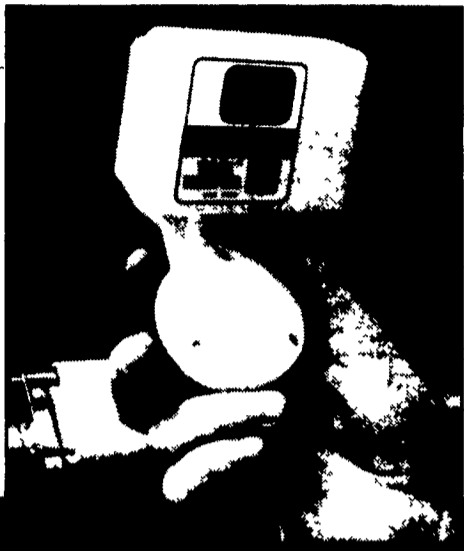
Lanny Frattare, considered the "Voice of the Pittsburgh Pirates," will be the keynote speaker, offering his insights about sports mark-

eting and communications. Frattare has been with the Pirates since the 1970s. On August 9, 1988, he broadcast his 2,000th Pirate game and today, he continues to work in the broadcast booth for the National League East champions. In addition to the Pirates, Frattare has broadcast Penn State football and Ohio State basketball.

As part of the Pennsylvania Dairy "Year in Review," meeting participants will see and hear cur-

rent advertising campaigns and learn more about specific program for June Dairy Month, ice cream, cheese and more.

The meeting will also feature the selection of Pennsylvania Dairy's "Promoter of the Year." Several finalists will be recognized and the winner will be announced during the meeting program. Dairy and food science scholarship winners will also be recognized at the meeting.



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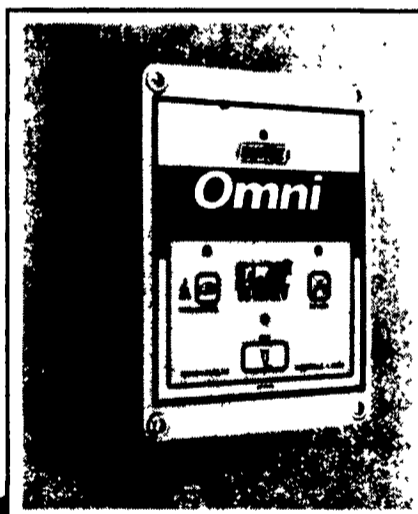
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## Federation Concerned About Future Of Program

DENVER, Colo.—The U.S. Meat Export Federation (USMEF) is concerned about the future of the U.S. Department of Agriculture's Market Promotion Program (MPP), which allocated \$10.37 million to foreign market development programs for U.S. red meat in 1993, down from \$13.1 million in 1992.

While the percentage of the total allocation that will go to meat export programs this year (seven percent) is similar to that of 1992, the dollar amount has dropped—a reflection of the MPP budget reduction from \$200 million in 1992 to \$147.7 million in 1993. USMEF is one of 60 agricultural groups that will receive MPP funds in 1993.

"In spite of the proven effectiveness of USMEF marketing programs at increasing U.S. meat exports and providing American jobs, we are taking a substantial cut," said Phil Seng, USMEF president and CEO.

U.S. meat export levels began to accelerate markedly in the mid-1980s, as investments in foreign market development increased significantly. Exports of U.S. beef, veal, pork, lamb and variety meat exports have nearly tripled over the past five years and are expected to exceed \$3 billion in 1992. 1987 is the first year USMEF received MPP (formerly called Targeted Export Assistance) funding.

"The tremendous increases we've seen in U.S. meat exports are directly related to foreign market development programs. We would hate to see our hard-earned market share jeopardized by pulling back programs as a result of this reduced allocation," said Stanley Miller, USMEF chairman. "We should be increasing our investments, both private and government, in order to realize the potential foreign markets hold for the U.S. meat industry."

Red meat exports in 1991 contributed significantly to the U.S. economy, providing 135,000 American jobs that are directly related to U.S. red meat exports. Given adequate marketing supports, exports of U.S. beef, veal, pork, lamb and their variety meats are expected to more than double by the turn of the century, reaching in excess of \$7 billion. Miller stressed that these export gains alone will create another 175,000 new full-time jobs for the country's work force.

With the future of MPP in question, Seng said USMEF must look for alternatives to maintain the export momentum. Private funding has increased significantly over the past few years, but it would be difficult for private sources to pick up the balance of past MPP allocations overnight.

