

# NDB, Other Promotion Groups Increase Cooperation

DALLAS, Texas — "The new fluid milk campaign with UDIA and others has helped increase coordination and cooperation between National Dairy Board and other farmer-funded groups working to increase demand for U.S. milk," said Jim Loper, New Mexico dairy farmer and chair of the National Dairy Promotion and Research Board.

"Many of these coordinated activities also help leverage checkoff dollars," Loper said.

During its Jan. 19-21 meeting in Dallas, National Dairy Board members voted to extend export promotions of U.S. dairy products beyond current efforts in Japan and Mexico. With funding from the dairy checkoff and USDA's Foreign Agricultural Service, the National Dairy Board will begin promotions in Hong Kong and the Caribbean.

"We'll also get some help in Hong Kong and the Caribbean from the Wisconsin Department of Agriculture, Trade & Consumer Protection (WDATCP)," said Steve Hofman, California dairyman and chair of the National Dairy Board's Export Committee. "Our Wisconsin partners will assist by organizing activities in Hong Kong. They also helped organize the spring 1992 cheese sales mission in Asia."

National Dairy Board plans are to exhibit at HOFEX, an annual hotel and food service trade fair, in a bid to increase the number of U.S. dairy product suppliers in Hong Kong.

The retail dairy foods market in Hong Kong is difficult to break

into and tourism in Hong Kong makes hotels and restaurants a good place to begin expansion. The National Dairy Board's exhibit will feature taste samples of U.S. cheese and ice cream as well as literature about U.S. dairy foods.

Tourism is the backbone of the Caribbean economy, so National Dairy Board activities there will target hotel and resort managers. The Foreign Ag Service will provide some funding and the WDATCP will provide staff time to leverage the National Dairy Board's resources.

"Export promotion is just the beginning of industry coordination," said Bill Underwood, New York dairy farmer and chair of the National Dairy Board Advertising Committee. "The adult fluid campaign, spring cheese and summer ice cream promotions bring promoters together in the U.S."

Underwood reported that the new fluid campaign joining the National Dairy Board, UDIA and other states and regions is slated to begin in mid-February, airing on primetime and network news programs. Two 30-second commercials highlighting the fact that drinking milk makes people feel good about themselves are being created.

To stimulate additional purchase and use of cheese this spring, the 36 dairy farmers serving on the National Dairy Board approved funding up to \$1.2 million for a cheeseburger promotion, timed to kickoff the grilling season.

While ADA and the Beef Industry Council have been part-

nering this promotion for the past two years, the National Dairy Board will join them to provide additional support. The \$7.1 million promotion will run May 10-30 with the theme "Going places with double Cheeseburger Days." The promotion will include a 15-second TV commercial, local radio, a consumer sweepstakes, instant winner games with coupons for beef and cheese, in-store promotion materials for the dairy, meat and deli cases, a trade contest and a post-promotion evaluation.

National Dairy Board members voted to join UDIA and Hershey in another summer ice cream and toppings promotion. The promotion will run through July and August.

A coupon will be distributed nationally which will allow consumers to get a free half-gallon of ice cream by purchasing two Hershey toppings and a half-gallon of ice cream.

The promotion will include national TV advertising announcing the promotion, local radio advertising, a newspaper insert, and in-store coupons and displays.

"We are all concerned with the potential erosion of consumer confidence in milk and dairy foods," said Vicki Coughlin, Wisconsin dairy farmer and chair of the Board's Public Relations committee. The Milk Industry Foundation, comprised of milk processors, National Dairy Board, NMPF and UDIA will develop and implement a year long plan for educating the public and media about the nutrition and safety of

milk and dairy foods.

In dairy foods research, National Dairy Board members approved two policy changes relating to the six Dairy Foods Research Centers funded across the country.

One policy change will increase National Dairy Board members involvement in planning research direction at the Centers. The second revision cuts administrative detail and paperwork at the Centers so that more money is put to research while ensuring continued support from universities.

The universities housing Dairy Foods Research Centers must provide an administrator for each center, staff time and all "overhead" expenses like electricity, heat, etc. Centers also receive funding from industry, and state and regional promotion groups.

In other National Dairy Board action:

- Two 15-second cheddar cheese commercials were approved to replace previous commercials. The new commercials, which begin airing in February, show how cheddar cheese can dress up salads and give new life to leftovers;

- Revisions to a policy for developing a new dairy product markets with individual companies were approved. All such activity is limited to 2 percent of the National Dairy Board's total budget. Also, partner companies must match every National Dairy Board dollar with at least three of their own for the specific market development activity funded;

- The Board voted to work with

a broad coalition of animal farming groups to hold meetings across the country to discuss animal care. The meetings, which will include representatives from animal welfare groups as well as farm groups and vets, will be used to develop animal handling and care guidelines for expansion of the Milk and Dairy Beef Quality Assurance program; and

- Approved continued funding of the National Dairy Board's Dairy Research Institute for Genetics and Nutrition. Institute researchers have already discovered a human gene that contributes to risk of heart disease. They have found that approximately 15% of the population appears to have the gene, and benefits by reducing the fat content of their diet, while the remainder of the population either does not benefit or is put at an increased risk of cardiovascular disease by consuming a low fat diet. Researchers will try to develop a method for easy identification of individuals who need special diets so that the other majority of the population that does not benefit or is put at a greater risk with diet restriction, can eat a wide range of dairy products.

The National Dairy Promotion and Research Board, consisting of 36 dairy farmers from across the U.S., develops and implements a coordinated effort of promotion, research and nutrition communications to strengthen the dairy industry's image in the marketplace. This effort is financed by America's dairy farmers.

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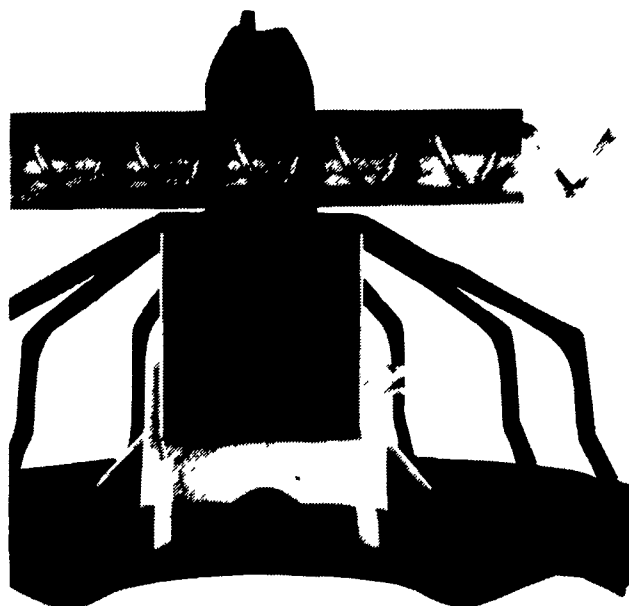
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