

Dairy Award Funds Promotions

HARRISBURG (Dauphin Co.) — For several years, the Pennsylvania Dairy Promotion Program has provided funds to county dairy promotion committees for the development of

dairy promotion activities in Pennsylvania. During the spring of 1993, more than \$31,000 were distributed among 34 committees across the state. These funds were given for activities to be con-

ducted during the period of January to June, including many mall/store, school and radio promotions.

A majority of the funds will be used to conduct radio promotions. Local promoters use

stations that reach geographic areas not covered by Pennsylvania Dairy's advertising programs. In addition, Pennsylvania Dairy provides committees with taped radio commercials as well as promotion ideas and information.

The Local Funding Program was created to support the strong backbone of local dairy

promoters in Pennsylvania. Pennsylvania Dairy awards funds twice annually, in the spring and fall. Applications for the next funding period, from July to December, 1993, are available by calling Nadine Houck at (717) 787-6903. All applications must be received by the PDPP on April 30.

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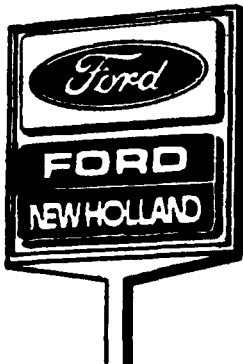
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