

# Workshop Fine-Tunes Dairy Promotion Efforts

**LOU ANN GOOD**  
Lancaster Farming Staff  
DENVER (Lancaster Co.) — Don't be fooled. The majority of milk promotion is not done on television commercials. Neither is it done by paid advertisers nor by professional sales people.

Enticing people to drink more milk, eat more cheese, and use more dairy products in cooking is a job largely done by volunteers. These volunteers work together in small committees throughout the state. They are the people who help dairy princesses do a more effective

job in setting up promotions on the county level.

"They are the 'arms' and 'legs' of all dairy promotion efforts," said Jan Harding, director of (PDPPS) Pennsylvania Dairy Princess and Promotion Services, Inc.

To expose committee members to the resources available for dairy promotion, PDPPS holds annual workshops in districts throughout the state. One of these meetings was held on Tuesday in Denver for the southeast district.

Committee members from

Berks, Lancaster, Lebanon, and Dauphin counties exchanged ideas on the best and worst promotions and heard updates on issues facing the dairy industry from several industry representatives.

On controversial issues such as animal rights, BST, and nutrition, committee members were encouraged to ask Dairy Council, MAMMA, and other dairy organizations for help.

"Let the experts in these fields handle the issues," Bill Snitcher of

MAMMA told the audience.

Snitcher encouraged committee members to speak at a level that the non-farming community can understand.

To help the public understand why farmers want to use BST, Snitcher suggested they say, "If your car got 20 miles per gallon, wouldn't it be in your best interest to get 40 miles per gallon?" Or, "If your electric bill could be cut through more efficient use of electric, wouldn't that be in your best

interest to pursue it?" Or, "Would you do anything to jeopardize your investment of \$1,500 — the average price of a cow?" Or "BST is a natural element found in every glass of milk that you drank in your entire life."

Carolyn Weaver of Dairy Council reviewed the food pyramid put out by the USDA. Although much nutritional information is taught to dairy promoters, Weaver reminded

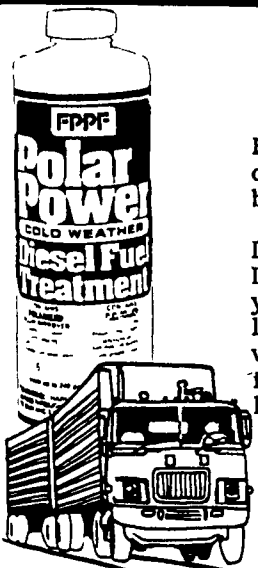
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Deb Dietrich, left, of Berks County said that her committee will be holding a milk CHEERS promotion in the mall. Dairy princesses will wear prom dresses and a balloon arch will be used to attract shoppers to taste the milk punches and pick up recipes. Marie Switzer of Dauphin County said that shoppers in Harrisburg are wary of tasting free samples during mall promotions.



Speakers at the Dairy Promotion workshop are, from left, Jan Harding, Jane Mercum, Bill Snitcher, Nadine, Carolyn Weaver, and Mimi Kauffman.



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