

Dairy Promotions Chalk Up Increased Sales

EL PASO, TEXAS — Dairy products got a boost in sales during the promotion of chocolate milk and cheese during late 1992 according to market research conducted by the National Dairy Promotion and Research Board and UDIA.

In the second half of 1992, the National Dairy Board aired chocolate milk advertising in the top 100 markets, targeting households with kids and teens ages 6-17. Sixty-eight markets saw heavy advertising, 32 markets saw moderate advertising and the remainder received little to no chocolate milk advertising.

tioned chocolate milk as a satisfying snack," said Bill Underwood, New York dairy farmer and chair of the Board's advertising and sales promotion committee. "Our chocolate milk promotion seemed to stem declines in milk consumption, so we are developing a similar campaign for next fall."

During the promotion, chocolate milk sales climbed 17.4 percent in the 68 markets where heavy advertising aired, 4.5 percent in the 32 markets receiving moderate advertising, and 1.1 percent in areas where little to no advertising was run.

Last fall, the National Dairy Board joined UDIA in their fall cheese promotion, "Cheese Snack Facts." Data from retail stores and in-home research panels show that the promotion, which ran for eight weeks from mid-September through mid-November, sold more cheese.

However, since ready-to-serve chocolate milk accounts for only 4 percent of total fluid sales, the Board also measured sales of white milk and chocolate additives (syrups and powder). Total milk sales in the markets where the promotion ran were up 0.9 percent while markets receiving moderate or no advertising saw volume declines of 7 to 14 percent. In addition, sales of chocolate additives increased 5 to 8 percent, indicating additional success of the promotion.

In grocery stores with electronic scanners, cheese sales increased 2.6 percent during the promotion over sales for the same period last year. That increase represents 6.1 million pounds of cheese.

The Board aired a 30-second TV commercial and offered a 60-second radio commercial and in-store promotion materials to state and regional promotion groups, chocolate milk processors and retail stores.

In a study that looked at in-home consumption based on a three-year trend, sales increase 12.3 million pounds or 4.5 percent over expected volume during the promotion period.

"To avoid 'cannabilizing' white milk sales which tend to dominate during mealtime, the Board posi-

"We (National Dairy Board members) were pleased with those increases in cheese sales," Underwood said. "So the Board has decided to join UDIA for another fall cheese promotion with details to be developed."



Have You Heard?

By Doris Thomas
Lancaster Extension
Home Economist



EAT ALONE, EAT WELL

Individuals who live alone can be divided, by diet, into two distinct groups. At one extreme are those who plan, shop and prepare meals with the same vigor as if they were cooking for a family of four. At the other extreme are those whose refrigerators may contain nothing more than a jar of mustard, a loaf of tired bread, a stick of margarine and a six-pack of diet soda.

If you, or someone you care about, fits into the latter category, it's time to consider a change.

When eating alone, we frequently do not bother fixing a nutritious, balanced meal. Instead we grab whatever's quick and handy: leftovers, snacks or over-processed convenience foods. Sometimes the meal consists of only one kind of food rather than an appetizing mix. Fruits and vegetables get forgotten in the rush.

This type of dining can affect not only the composition of the meal but the whole experience as well. Such a repast might be eaten standing over the sink, in front of the television, while reading or on the run. Food is consumed either rapidly, absentmindedly, or both, rather than in a relaxed manner in

which each bite is savored. And thanks to the microwave, you can place processed food in the oven, wait for the bell, eat it and, presto, you're done, practically before you can say "Bon Appetit."

Nearly everyone eats this way on occasion. But when the catch-as-catch-can style becomes a regular habit, you may need to work on improving your nutritional profile.

Planning is the key. When you go to the supermarket, use a basic checklist. Included should be leafy greens and yellow vegetables, citrus fruits, low-fat dairy products, meats, fish, eggs, poultry, dried beans and peas, as well as whole-grain or enriched breads and cereals and rice and grain products such as pastas. Make your selections with these important categories in mind.

Plan to use highly perishable fruits and vegetables early in the week. Later in the week, you can depend on frozen vegetables. Buy these in pourable bags, which are easier to re-close than boxes.

Plan ahead in cooking, too. Think in broader terms than just meal by meal. If you bought larger amounts of ingredients (an economical way to shop), you can

cook extra servings and store them for future use. Pasta sauces or soups can be kept in the freezer in microwave containers for defrosting later on. Along with pasta, salad and a piece of fresh fruit, they make a delicious, nutritious meal. Or cook a sizable pot of beef stew, which will serve you in good stead for two or three days. Any extra will last several months in the freezer.

Some people find it convenient to do this type of larger-scale cooking on the weekend. If you are having a guest for a meal, you can also cook extra servings at that time and store them for later use. An added advantage to relying on your freezer in this way: If you decide to go out for dinner on the spur of the moment, your food will keep just fine. Or, if you invite a friend home you will have plenty to share.

The main message is that while spontaneity in many matters adds zest to life, a little foresight in the supermarket and advance work in the kitchen allows you to shop more economically and eat more nutritiously. It also gives your solo meal a touch of class. After all, who deserves it more than you?

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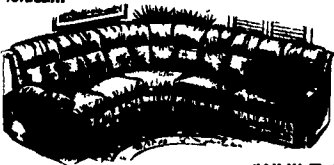
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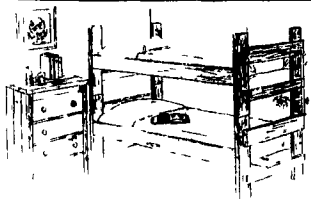
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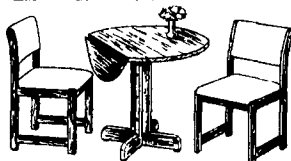
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