

Holiday Campaign Brings Butter Sales Gains

ARLINGTON, Va. — The dairy industry's second consecutive holiday butter promotion hailed increases in butter sales during the promotion period, November-December 1992.

The promotion involving both dairy farmer-funded promotion groups and butter marketers through the Butter Task Force sold 4.3 million pounds or 6.5 percent more butter than expected.

An increase in the percent of households buying butter,

increase in average pounds purchased per household, decrease in the average retail price and an increase in the amount of butter marketers sold to retailers at reduced prices appeared to contribute to the rise in retail butter sales during the promotion period.

"The results show work in the Butter Task Force pays off," said Steve Hofman, California dairyman and member of the Butter Task Force representing the National Dairy Board. "By build-

ing promotions onto price incentives, consumers purchased more butter. And plans have already been set for the 1993 holiday butter promotion."

Last year's promotion featured an offer for a cookbook authored by Rose Levy Beranbaum, a butter advocate, along with national TV and print advertising as well as in-store promotion materials and

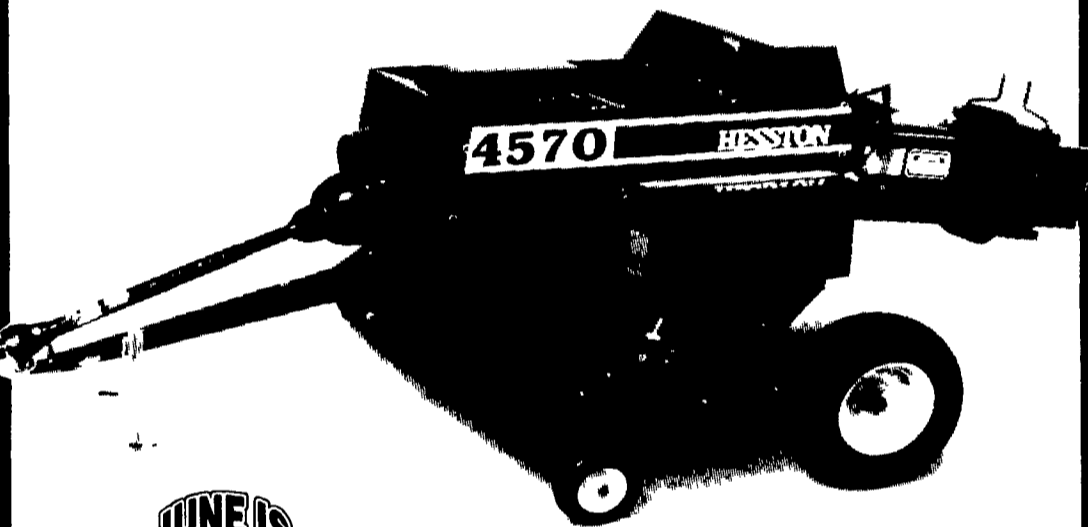
retailer display contests. National Dairy Board, United Dairy Industry Association and the Wisconsin Milk Marketing Board funded the promotion. Butter marketers discounted butter prices to encourage retailers to feature more butter facings in the dairy case and helped with in-store displays.

For 1993, the holiday campaign will tie-in with other products like Gold Medal Flour, Uncle Ben's

Wild Rice and Hershey's Chocolate Baking Bits to leverage dairy farmer dollars.

Members of the Butter Task Force include National Dairy Board, WMMB, Washington Dairy Products Commission, UDIA, marketers Land O'Lakes, Keller's Creamery and Challenge Dairy, and the American Butter Institute representing butter manufacturers.

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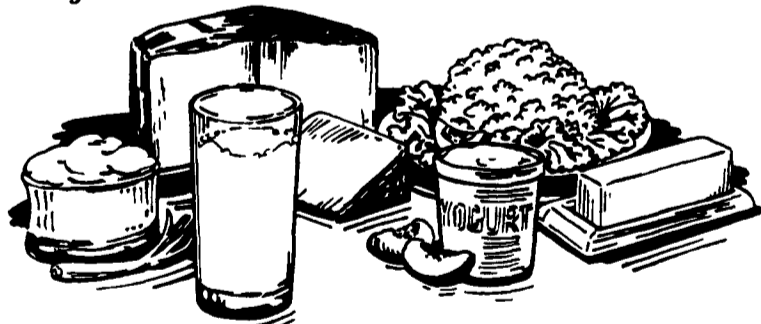


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