

Dairy Promotion Agencies Mature

(Continued from Page A1)

matter of record.

The history of dairy promotion goes back to individual dairymen who used to sell directly from the farm, on a route, or at public market.

Changes in processing, bottling, distribution, and regulations, has also helped change the dairy promotion arena.

Now we have farmer-supported dairy product promotions which have gone in the past 10 to 15 years from awkward, almost seemingly informal programs with few details laid out, to high-tech, coordinated, cooperative efforts with audiences targeted and careful consideration over each dollar spent.

However, these widespread generic dairy promotions are a phenom of the mid-20th century.

According to Ralph Strock, chief executive officer of the Middle Atlantic Milk Marketing Agency (MAMMA), it started out in the region with volunteer efforts by dairy cooperatives. Strock said

that in 1945 Atlantic started a "June is Dairy Month" promotion to increase awareness of milk and to help increase consumption of fluid milk during the annual peak flow of milk.

Members of the cooperative paid 1 cent per hundredweight of milk produced to finance the largely non-commercial advertising effort.

Since then, promotions have changed greatly.

Now commercials appear on radio and television and in printed media.

Now people in the Mid-Atlantic region are familiar with Cynthia Kereluk jogging through the aisles of grocery stores leading consumers in exercises, baseball player Cal Ripken Jr., Suzette the human mannequin, and Pittsburgh Pirate second baseman Jay Bell promoting ice cream and milk.

There are cooperative agreements and programs with Hershey Foods, national promotion programs and others.

People in Philadelphia know that ice cream tastings come in July, the same as people in Harrisburg and other cities in the state.

People listen to Joe Paterno talk about his upcoming games and get messages about the quality of milk ...

The word is getting out.

The dairy princess programs, nutritional programs, educational programs, research and product development are part of it.

In Lewistown, a local dairy markets banana milk, strawberry milk and blueberry milk in addition to chocolate milk, skim milk, low fat milk and whole milk.

And they are far from being alone.

The competition is still strong however. There are companies pushing various flavors of non-dairy creamers, which seem to be popular.

Capitalizing on fat-fears, some margarine manufacturers repeat those fears and offer butter-like offerings equally high in saturated fats and calories.

Two of the most popular programs in Pennsylvania are the Pennsylvania Dairy Promotion Program and Federal Order 4's MAMMA.

There are others, of course, in Pennsylvania, which makes it unique.

While the majority of top dairy producing states have to deal with only one or two different promotion agencies, Pennsylvania has six, according to Brian Ross, manager of the Pennsylvania Dairy Promotion Program (PDPP).

In addition to PDPP and MAMMA, there are efforts in Pennsylvania coming out of Federal Order 2 marketings and Federal Order 36 marketings. There's the national

program which airs national advertising, etc.

Tens of millions of dollars are spent nationally every year to finance the effort to increase or stabilize the consumption of dairy products, especially fluid milk, which provides the producer the highest price for his milk.

Of the 15 cents per hundred-weight of milk assessment currently collected for the promotion of dairy products, various celebrities are hired as spokespeople, television crews are employed, advertising agents and writers and photographers are used in an effort to create a logical, thought-out campaign to get people to buy milk and dairy products.

But compared to the campaign war chest used by the rest of the beverage industry, the dairy industry's effort is small. Millions of dollars competes with billions.

And even that might change soon.

There are efforts underway to implement a processors' promotion program, whereby processors such as Farmland Dairies, whose president and CEO Marc Goldman

has drafted and promoted the idea, would use funds to do instore promotions.

According to Goldman, the combined advertising budget for Coke, Pepsi and Seven-Up alone is about \$1 billion, while the dairy industry nationally spends \$70 million.

Under his proposed plan, which is waiting to be implemented, the processors, not the producers, would pay 35 cents per hundred-weight of milk to support a fluid milk promotion program. He calculated it would provide an additional \$500 million per year for fluid milk promotion alone.

The cost, passed on to the consumer, would result in a shelf-price rise of 1/4 cent per quart of milk.

"So the consumer pays, just as they paid to learn 'Coke is it' and that they are part of Pepsi's 'new generation,'" he said.

But to illustrate the changes which have been occurring closer to home, a look at the PDPP and MAMMA indicates a relatively rapid maturation of programming and a promise of increased

effectiveness.

The dairy promotion efforts here are run by dedicated agricultural people sitting on boards, listening to pitches and reports, ideas, programs and concepts and developing outlines for an aggressive campaign.

Less than a decade ago, in 1984, the Pennsylvania Dairy Promotion Agency was formed, albeit somewhat controversially, to serve as a coordinated effort among the five other agencies collecting funds from Pennsylvania's dairy producers.

Only MAMMA refused to join the cooperative effort, whereby the other agencies signed support for PDPP. State Secretary of Agriculture Boyd Wolff had been and is a strong supporter of the program. He had publicly called for cooperation during those months.

However, the differences between the leaders of MAMMA and those in Harrisburg, who were trying to establish a strong centralized state promotion program, came down to accountability of

(Turn to Page A37)

Fast. Efficient. Powerful.

CLAAS of America proudly introduces the world's largest selling forage harvester: the CLAAS® **Jaguar 695**. Tested and proven worldwide, the **Jaguar** possesses power and speed, while offering reliability, performance and advanced technology unmatched by the competition.

The heart of the **Jaguar** is CLAAS's 24-knife, precision engineered cutting cylinder that gives a clean, superior chop. The angled knives draw the crop toward the center, producing a smooth, steady flow through to the discharge chute. The knives' "scissors action chop" ensures a cleaner cut. And all of this is done with minimal power requirements.

An automatic electrohydraulic knife sharpener is standard. The shearbar is easily accessible and quickly adjusted.

CLAAS's field-proven, 4-trac mechanical rear wheel drive carries the **Jaguar** efficiently through any field condition. This optional 4-trac four wheel drive unit can be engaged on-the-go.

The full visibility cab is air con-

ditioned, heated and soundproofed for operator comfort. A multi-function control lever puts control of all harvesting functions at the operator's fingertips. The world renowned Mercedes 354 hp V8 diesel engine means reliability and economical operation.

An optional corn cracker maximizes feed quality by ensuring a fully digestible harvest. Independent studies show CLAAS's unbeatable corn cracker is nearly 100% effective.

The **Jaguar's** 6-row corn head is the world's *only* folding corn head. This unique header comes with "Auto steer" to guide the **Jaguar** automatically through the rows, assuring ease of operation.



The unique cutting cylinder is the heart of the **Jaguar 695**.



CLAAS offers the world's *only* folding 6-row corn head. It also fits John Deere and New Holland forage harvesters.

Pickup attachments from 7' to 14' are available.

Every **Jaguar** is backed by CLAAS's commitment to quality in sales, service and parts replacement.

CLAAS

THE HARVESTING SPECIALIST

For more information contact:

**M. M. Weaver
and Sons, Inc.,
Leola, Pennsylvania,
717-656-2321**