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.

(Continued from Page A1)

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

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

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

Members of the cooperative paid 1 cent per hundredweight of milk produced to finance the largely noncommercial advertising

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 excerises. baseball player Cal Ripken Jr., Suzette the human mannequin, and Pittsburgh Pirate second baseman Jay Bell promoting ice cream and

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

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.

Dairy Promotion Agencies Mature

And they are far from being

The competition is still strong however. There are companies pushing various flavors of nondairy 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

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 MAM-MA, 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 hundredweight of milk assessment currently collected for the promotion of dairy products, various celebreties 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

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 hundredweight 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 shelfprice rise of % cent per quart of

"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.

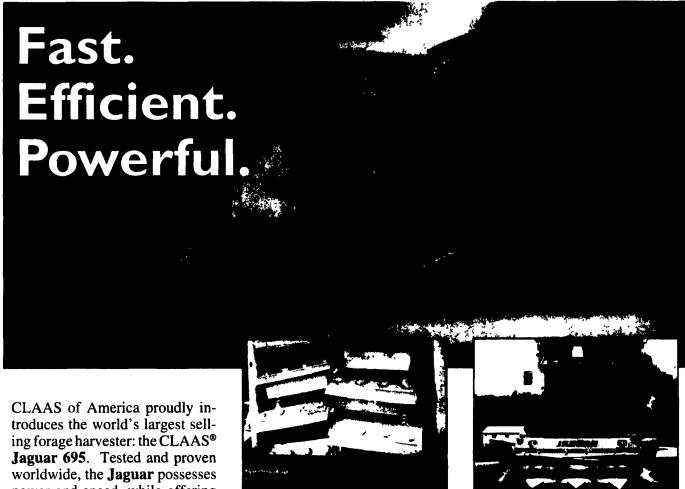
The dairy promotion efforts here are run by dedicated agricultural people sitting on boards, listening to pitches and reports, ideas, programs and concepts and developing outlines for an aggressive campaign.

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)



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