

# UDIA Develops Cooperative Promotion Strategies

ROSEMONT, Ill. — The United Dairy Industry Association (UDIA) has resolved to leverage dairy producer promotion dollars more efficiently and effectively by strengthening key partnerships in 1994.

At UDIA's annual meeting in St. Louis Sept. 16-17, chairman Herman Brubaker cited several significant developments in this area, including:

- A joint business plan developed by UDIA and the National Dairy Promotion and Research Board (NDB) for implementation in 1995.

- A coordinated fluid milk advertising plan, characterized by a national media buy jointly funded by the two dairy promotion organizations and the selection of a single advertising agency for fluid milk.

These actions help exemplify the meaning of the annual meeting theme, "Leadership through Partnership: The Power of Grassroots Promotion," said Brubaker, a dairyman from West Alexandria, Ohio.

Both UDIA and NDB are "making changes - giving up a little 'control' in exchange for doing the right thing for milk," Brubaker said. "Who can argue with the idea of a strategic thrust guided by a single agency and directed on behalf of both the nickel and the dime?" he asked, referring to the division of dairy checkoff dollars between NDB and the UDIA federation of state and regional promotion groups.

Brubaker reported that UDIA and NDB are also making progress in jointly planning advertising and promotion efforts for cheese and butter.

A joint business plan developed for 1995 will go even further to incorporate the principles of partnership in the areas of nutrition education and communications, he explained.

In the meantime, UDIA and NDB are working together on projects like building participation in the federal government's school breakfast program, Brubaker stressed. As a result of that partnership, nearly 1.4 million more students are participating in school breakfast, resulting in as much as 125 million additional pounds of milk sold each year.

In addressing the future of partnership with NDB, Brubaker said, "Our limited resources won't allow for separate schemes, redundant programs and similar strategies... The days of division are over. They represent past mistakes, not future change."

The commitment to partnership was further emphasized by Thomas Gallagher, chief executive officer of UDIA, who reminded delegates that between June 1992 and December 1993, NDB will have provided more than \$1.7 mil-

lion to jointly fund programs administered by National Dairy Council.

"NDB brings over \$14 million to the table to enhance programs jointly planned with the American Dairy Association in fluid milk, cheese, ice cream and butter promotions, and trade communications," Gallagher said.

Gallagher cited strong UDIA partnerships with other important food industry players, including: Beef Industry Council, Nabisco, Hershey, Wonder Bread (Continental Baking), and restaurant chains like Arby's and Subway.

In the areas of diet, health and nutrition, Gallagher pointed to partnerships with NDB and the National Milk Producers Federation, as well as with numerous decision makers in the scientific, educational, governmental and health professional areas.

These partnerships are essential

in working within an environment marked by "tighter money, more product attacks and more competition" by competing beverages in the marketplace, Gallagher said.

Gallagher explained how promotion dollars are being used to combat flat or decreased per capita consumption of dairy products. He pointed out that dairy promotion operates with only \$168 million (dollars adjusted for inflation) now, compared to \$203 million in 1984.

Despite the decline in available dollars, Gallagher said, producer demand for services continues to rise. This can be attributed in part to the increased activity of advocacy groups and high levels of advertising and competing beverage companies (nearly \$500 million spent on soda and almost \$230 million spent on juices each year), he explained.

In addressing UDIA's response

to this situation, Gallagher identified three major UDIA priorities for 1994 and beyond:

1. Take a "zero-based approach" to program planning and funding, meaning the willingness to change existing programs in order to meet agreed-upon objectives and strategies for successful promotion.

2. Improve promotion by working better with other groups, such as NDB.

3. Continue working to publicize the facts about dairy products as they relate to diet, health and nutrition.

"The organizations that have a plan to meet the challenges presented by these facts can create their future from strength. UDIA will be one of those organizations," Gallagher said.

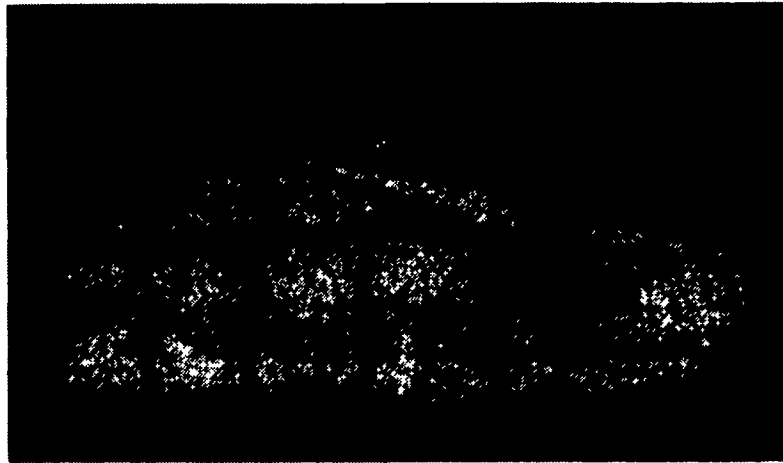
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