

PDPP Board Adopts Plans, \$1.5 Million Budget

HARRISBURG (Dauphin Co.) — At their October board meeting, the Pennsylvania Dairy Promotion Program Commodity Marketing Board adopted new promotion plans and a \$1.5 million budget for 1993-94. The plan offers Pennsylvania dairy a blueprint of activities for the coming year.

"This plan gives us a road map so we do not venture down rabbit trails," said Dick Shellenberger, PDPP executive committee member, from Manheim, Lancaster County. "We now have a clear plan that makes it easier for our board members to keep track of promotion spending and be more efficient and productive in our efforts."

The plans include a variety of programs from advertising to retail marketing to public relations. Most of the PDPP's funds will be spent on both television

and radio advertising for fluid milk, cheese and ice cream. The fluid milk advertising will be part of a national campaign, coordinated by the National Dairy Board and American Dairy Association. Ice cream advertising will appear again in July and cheese promotions will occur in the fall and spring of the year.

"It is important for Pennsylvania Dairy to continue to use professional people like Jay Bell," said Janet Reynolds, PDPP board secretary, from Watsonstown, Northumberland County. "We need to involve people with public exposure in our programs to reach more of the state's consumers."

Sports programming with the Pittsburgh Pirates and All-Star Jay Bell are included in the plans, along with advertising on the Penn State Sports Network. In addition, Pennsylvania Dairy will continue to develop retail and food service

marketing programs for fluid milk and ice cream.

At the meeting, the Pennsylvania Dairy Board also announced the selection of a new advertising agency, D'Arcy, Masius, Benton, and Bowles. This group is to be responsible for coordinating a special holiday promotion campaign, targeted for November and December, to reach consumers in central and northeastern Pennsylvania.

"We must keep dairy farmers informed about what we do," said Reynolds. "Many dairy farmers are consumed with their own farm work and do not have time to find out what promotion is doing. Our efforts to speak directly to dairy farmers are very important."

Pennsylvania Dairy will continue to provide dairy farmers with a quarterly newsletter, the *PA Promoter*, to keep them informed about promotion programming.

Dairy farmers can also attend the PDPP's Annual Meeting, on Feb. 7, in State College, to get a complete review of the new plans and programs in dairy promotion.

The Pennsylvania Dairy Board also reaffirmed its support of the Joint Marketing Agreement between the Dairy Promotion Partners - American Dairy Association and Dairy Council, Mid-East UDIA/F.O. 36 Advertising Agency, and the PDPP. This agreement provides coordinated dairy marketing programs in western, central and northeastern Pennsylvania.

The meeting also included the election of new officers for the board. Karl Kroeck, from Knoxville, Tioga County, was unanimously reelected chairman. Donald Cook, from Drums, Luzerne County, will be the vice-chairman. Reynolds remains as secretary and Robert Gehman, from Coopersburg, Lehigh County, will be the board's treasurer. Shellenberger and Dr. John Plummer, from Chalfont, Bucks County, were both reelected to the board's executive committee.

Veterinarian To Speak On Equine Nutrition

CREAMERY (Montgomery Co.) — The NJ/PA Equine Schools, educational programs sponsored by Rutgers and Penn State Extension, have a long history of bringing internationally recognized experts to the region and making them available to local horse enthusiasts.

Dr. Harold Hintz, internationally famous equine nutritionist, will be conducting the second session of the 1993 Equine School. Hintz is chairperson of the Animal Science Department of Cornell University and teaches courses in horse production. He has conducted extensive research in equine nutrition and served as chairman of the National Research Council Subcommittee on Nutrient Requirements of the Horse.

Hintz will be providing information on developing a healthy feeding program for pleasure and performance horses. He also will be discussing the facts and fallacies of equine supplements.

The workshop will be held at two locations. On November 9, Hintz will be conducting a session at the North Hunterdon High School in Clinton, N.J. On November 10, the same workshop will be offered at the Holiday Inn in Bethlehem, Pa. Both sessions will begin at 7:30 p.m., but participants should plan on arriving at 7 p.m.

The cost of the workshop is \$20 for adults and \$10 for children under 18. Participants will receive a notebook containing extensive publications on equine nutrition and anatomy.

Information and registration forms are available from the Somerset County N.J. Extension Office, (908) 526-6293, and the Montgomery County Pa. Extension Office, (215) 489-4315.

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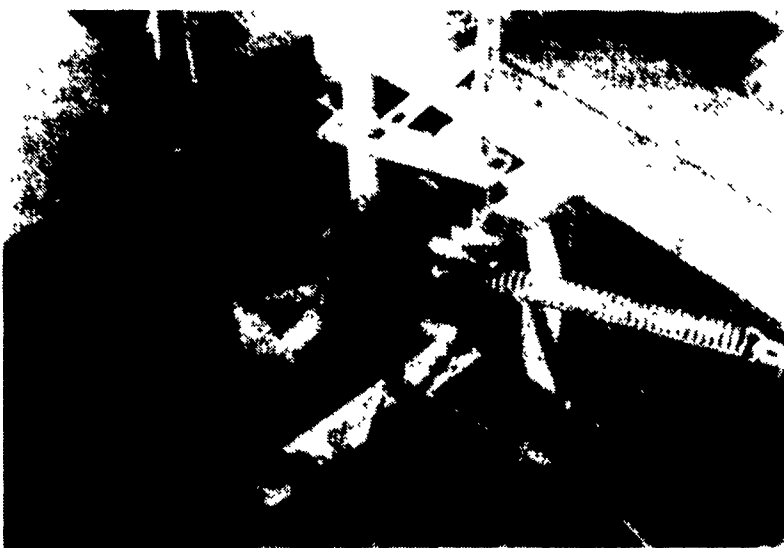
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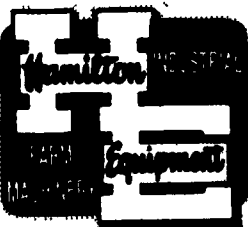
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