

# Dairy Producers Will Continue National Promotion

COLUMBUS, Ohio — Dairy farmers across the United States have voted to continue the National Dairy Promotion Program, following an August referendum. The U.S. Department of Agriculture announced Oct. 15 that 71.4 percent of the votes cast were in favor of continuing the National Dairy Promotion Program, which was established under the Dairy and Tobacco Adjustment Act of 1983 to fund 15 cents per hundredweight to the National Dairy Promotion and Research Board and regional promotion organizations such as Mid East United Dairy Industry Association. Mid East UDIA receives fund-

ing from dairy farmers in Ohio, western Pennsylvania, and parts of West Virginia and northern Kentucky and conducts advertising, marketing and nutrition education programs in these areas. The National Dairy Board and the United Dairy Industry Association, which represents most state and regional organizations, have formed a coordinated partnership that includes a single marketing plan and one national advertising buy for fluid milk. The new plan allows for the planning and implementation of one universal message to reach consumers across the United States.

Herman Brubaker, chairman of UDIA and a dairy farmer from West Alexandria, OH, was instrumental in working with NDB to develop the strategy that would allow both organizations to pool dollars to efficiently and effectively utilize the dairy promotion investment. Other coordinated programs involve cheese, butter, ice cream, nutrition education, product development, market research, consumer information, and school breakfast. Brubaker, who is also president of the Columbus-Ohio based Mid East UDIA, cites the importance of grassroots promotion and con-

tinuing to forge new partnerships. During UDIA's annual meeting in St. Louis, in October, Brubaker announced, "Our limited re-

sources won't allow for separate schemes, redundant programs and similar strategies... the days of division are over."

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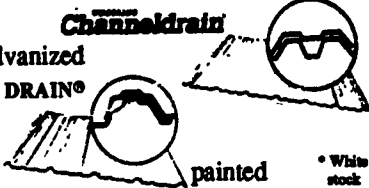


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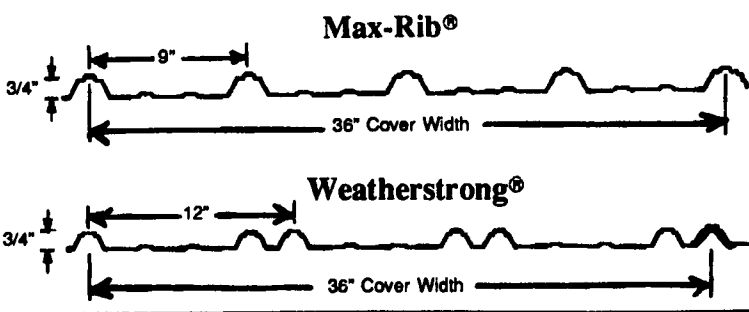
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