

ADADC Approves \$11 Million Budget

SYRACUSE, N.Y. — The board of directors of the American Dairy Association and Dairy Council Inc. (ADADC), recently approved the advertising and promotion plan for 1994.

The estimated budget of \$11.1 million is to fund advertising, educational programs, and specific promotions to increase the consumption of milk and milk products.

In 1994, advertising seeks to communicate two separate messages: one for milk and one for cheese. The milk message to consumers will be, "Do something good for your body."

It is to focus on the psychological satisfaction and physical benefits derived from drinking milk. Fluid milk commercials will be directed to consumers ages 25-54, since they represent 48 percent of the total population and 34 percent of the milk volume.

This group includes a high percentage of high milk drinkers (14 plus glasses per day) and represent the best opportunity for increasing total milk consumption.

Cheese advertising and promotion is to also target consumers ages 25-54. Since 90 percent of the cheese purchased at retail level is consumed during mealtime, the message to consumers is to focus on the great taste and versatility of cheese, especially in sandwiches. Sandwiches represent more than 45 percent of the total usage of cheese.

Approximately \$7.4 million is to be allocated for television and radio advertising in ADADC's 10

local media markets, including New York City, Syracuse, Albany area, Wilkes-Barre/Scranton, Harrisburg area, Utica, Binghamton/Elmira, Watertown and Burlington/Plattsburgh.

Supermarket retailers are to be key partners with ADADC's marketing program. The consumer promotions department is to work with retailers, manufacturers, brokers, and dairies to increase the profitability of the dairy case through implementation of ADADC's Profit Maximization Program.

Retail sales promotions and dairy case training seminars will continue to be offered to retailers.

Retail store level audits are to be conducted in all major ADADC markets to rate stores on their product availability, attractiveness, cleanliness and space allocation.

The nutrition education department is to focus on placing two new nutrition education programs in schools to teach second and fourth grade students about healthy snacking. The department will again work with selected districts to try to increase participation in the school breakfast program, and will emphasize calcium's role in good health.

These programs are geared to influence children and adults to consume dairy products as part of a balanced diet.

ADADC's communications department is to work with the news media to promote dairy products through major public relations campaigns and by aggressive

action towards dairy misinformation in the news media.

Working with state dairy princess programs, providing communications to producers through

newsletters and farm press news releases, and participating in special events will continue to be functions of the communications department.

NDB Strengthens Export Efforts, Targets Mexico

ARLINGTON, Va. — After studying export markets thoroughly for the past three years and initiating small scale promotion programs slowly, the National Dairy Promotion and Research Board is gearing up to more aggressively promote U.S. dairy products abroad with the hiring of Sue Sadinski as director of export marketing.

Sadinski is to plan and manage export promotion programs in the National Dairy Board's primary and secondary markets, concentrating on Mexico, with an ultimate goal of increasing sales of dairy products made from U.S.-produced milk.

The National Dairy Board also promotes dairy products in Japan and recently began work in Taiwan and the Caribbean.

The National Dairy Board has concentrated its export promotions on building awareness of value-added U.S. dairy products like cheese, ice cream and yogurt. The Board also has a limited focus on increasing usage of government export promotion programs for bulk commodities like milk powder and butterfat.

"Sue's experience in working

The American Dairy Association and Dairy Council Inc. is a dairy promotion organization representing dairy producers in New York, Pennsylvania and New Jersey.

with farmers, exporters, importers and USDA is a welcome addition to our (National Dairy Board) export department," said Tom Suber, vice president of export marketing for the National Dairy Board. "Her expertise will help expand National Dairy Board promotion programs and U.S. dairy product sales in Mexico."

Sadinski joins the National Dairy Board after serving as director of beef programs at the Meat Export Federation in Denver, Colo. She has also gained experience in exporting products by working in USDA's Foreign Agricultural Service and the Agricultural Marketing Service. She speaks fluent Spanish after spending three years in Guatemala with the Peace Corps.

Sadinski earned a bachelor's degree in animal science at Ohio State University and is nearing completion of a master's degree in English at George Mason University. The National Dairy Board announces several recent staff promotions as well. Suber was promoted to vice president of export marketing; Janet Collins-Williams was promoted to vice president of dairy foods research; and Yvonne Dock was promoted to director of marketing communications.

The National Dairy Promotion and Research Board, comprised of 36 dairy farmers from across the country, develops and executes a coordinated plan of promotion, research and consumer communications to strengthen dairy industry's position in the marketplace. The effort is financed by America's dairy farmers.

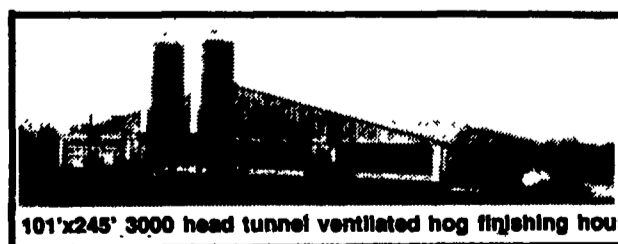
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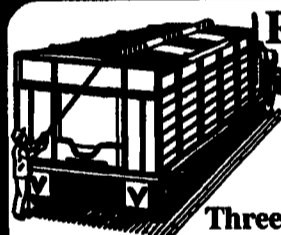
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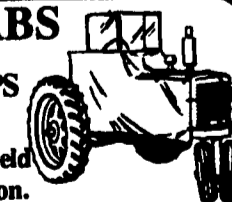
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