

# National Dairy Board Approves Programs

ARLINGTON, Va. — After selecting four major business priorities for 1994 at earlier meetings, the dairy farmers serving on the National Dairy Promotion and Research Board met Jan. 18-20 to approve one more priority, export market development, and programs relating to the existing priorities — milk, cheese, milkfat and image of dairy products.

Four factors led National Dairy Board members to make export market development a 1994 priority. Three factors include the larger-than-average increases in dairy- and meat-based Westernized diets as well as population and per capita incomes in countries outside the United States. Finally, long term structural changes in world supply and pricing via various trade agreements are also creating opportunities for U.S. dairy products.

The National Dairy Board will work with the industry to create an integrated export market development plan, identifying appropriate roles and strategies for private and generic programs with the long term objective of increasing sustainable volumes of non-subsidized exports.

Strategies for achieving this objective are to improve industry knowledge and participation in program planning and execution, increase contacts between importer and exporter to increase importers' knowledge of U.S. dairy products, raise the knowledge and appreciation of U.S. dairy products among foreign consumers, assist in the resolution of trade barriers, and obtain and distribute information on suitable markets for U.S. dairy product exporters.

"Many of our (National Dairy Board's) current export activities will continue under the new priority, including trade and consumer promotions for cheese and ice cream in Mexico and Japan," said Steve Hofman, California dairyman and chair of the Board's Export Market Enhancement Committee. "We will seek to continue our work with the entire industry, an absolutely necessary participant in building export markets for U.S. dairy products."

**Fluid Milk**  
National Dairy Board members heard from the newly appointed fluid milk advertising agency, J. Walter Thompson. Scheduled to begin in September, the new fluid milk campaign will aim to create more "milk missions" — the times and situations when people go to the refrigerator with milk in mind. The campaign will target current users, encouraging more use by showing enjoyment and creating an immediate need for milk.

While the current adult fluid milk campaign airs during news and primetime programs, the new campaign will air during a wider variety of programs and time periods in order to build awareness and stimulate milk drinking for different usage occasions throughout the day.

In dairy foods research, the National Dairy Board approved a program to develop a dairy-based novelty sports drink and a dairy-based health beverage. The company conducting the research has offered to work with the Board in a joint venture on the project by providing 25 percent of the funding for development of the products in return for 3 percent

royalty.

"This agreement will serve as good enticement to get the products developed and commercialized quickly for increased sales of dairy products and return to dairy farmers, while stretching the dairy checkoff," said John Peachey, Florida dairy farmer and chair of the Board's Dairy Foods and Nutrition Research Committee.

**Cheese**  
To spread the word among consumers that eating cheese actually helps prevent tooth decay as has been proven in several National Dairy Board-funded research projects, the dairy farmers serving on National Dairy Board approved a continuation and expansion of a current program with the American Academy of Pediatric Dentistry.

For the past few years, the dentists have been telling patients and interviewers that chocolate milk is a preferred, nutritious snack. After reviewing the scientific data, they have agreed to do the same for cheese, emphasizing cheese's cavity fighting abilities.

**Milkfat**  
The National Dairy Board approved a program to test four methods used commercially in Europe to fractionate milkfat and vegetable oils which have already been adapted for U.S. vegetable oils. Researchers will evaluate the four methods and find ways to use those technologies for incorporating milkfat into cosmetics and baked goods, specifically short-breads and pastries, appealing to U.S. consumers.

In another project, researchers will study ways to use milkfat fractions in cookies, crackers, bis-

cuits, fried snacks, cakes/icings and pan frying. The research will be conducted by the Agricultural Utilization Research Institute which will provide one-third of the funds for the project.

**Dairy Image**  
To help in preventing and disarming the likely 'good food/bad food' perception many consumers might develop when new labeling regulations go into effect in May, National Dairy Board members approved funding a program of the Centers for Disease Control and Prevention which unites many food industry groups and state health officials. The program complements the Board's Reset-

ting the American Table Program which tells consumers that all foods, including dairy foods, fit into a healthy diet.

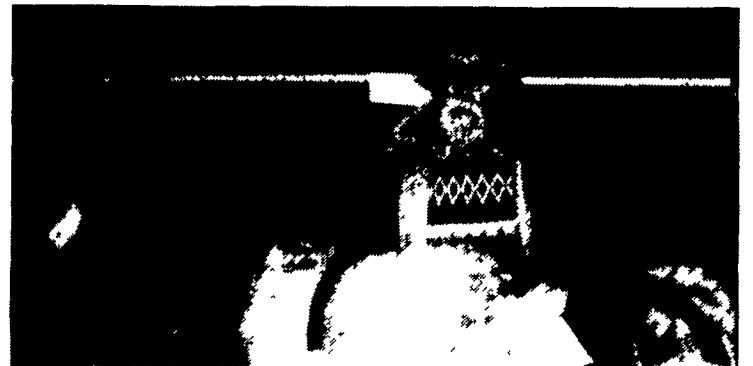
In other National Dairy Board business, the dairy farmer board approved production and use of a new butter ad aimed at food service operators (i.e., cafeterias and restaurants). The ad emphasizes that using butter in foods provides the taste customers prefer and will begin appearing in magazines like *Restaurants & Institutions* in April. The ad also features a reply card for food service operators to send in for winning butter recipes from last year's food service contest.

## Wool Demonstration

ELIZABETHTOWN (Lancaster Co.) — A program on wool grading and evaluation and a spinning demonstration will be presented at the Heritage House Museum, 43 East High Street, Elizabethtown on Monday, February 28 at 7:00 p.m. by John and Lynn

Zerphy, owners of Sheepberry Farms, Halifax. This program is being sponsored by the Spinning and Weaving Committee of the Museum.

There is no charge for the program. Call the museum at (717) 367-4672 or 367-4908 if you plan to attend.



John Zerphy, Halifax, displays several prize-winning fleeces from the 1994 Pennsylvania Farm Show. Zerphy and his wife Lynn, owners of Sheepberry Farms, Halifax, will teach wool grading and evaluation at the Heritage House Museum, Elizabethtown on February 28.

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