

# Pennsylvania Dairy Promotion Board Holds Annual Meeting

**GAIL STROCK**

**Mifflin Co. Correspondent**

**STATE COLLEGE** (Centre Co.) — "We want to sell more dairy products and improve the dairy farmer's bottom line."

That's how Karl Kroeck from Knoxville, Chairman of the Commodity Marketing Board of the Pennsylvania Dairy Promotion Program (PDPP) summed up the purpose of the program. Over 100 industry and county dairy promotion representatives, including farmers, gathered at the Nittany Lion Inn in State College on Monday, February 7 for the annual meeting and 10th anniversary of the Pennsylvania Dairy Promotion Program. In short, they came to hear how the farmers' milk check check-off dollars were being put to use.

"We want to inform dairy producers about their investment in dairy promotion," says Brian Ross, Program Manager. "This meeting will reflect Pennsylvania Dairy's 10 years of activities conducted on behalf of Pennsylvania dairy farmers to promote milk and dairy products in the state."

Ross, in his fourth year as manager, said he and his staff tries to work the areas where we can make a difference. The advertising campaign targets the 25-54 age group and is not, Ross reminded those attending, aimed at farmers. The PDPP targets schools for nutrition education and larger areas of consumption such as cities. Ross said any phone call ideas they receive in the office are presented to the Board.

In his Chairman's address, Kroeck said the PDPP is working with other organizations, mainly the American Dairy Association Dairy Council (ADADC) and the Mid-east United Dairy Industry Association/F.O. 36 Advertising Agency, to get the most for the advertising dollars. Kroeck said things are changing so rapidly. One thousand farms were lost last year in Pennsylvania.

"Pennsylvania is down to 52,000 farms. Cooperation is the only practical solution to bring the whole industry together (to promote dairy products)."

Kroeck said the purpose of promoting the dairy industry's products is to close the gap between production and consumption. "Let's see dairy product demand exceed production!"

In Pennsylvania, over \$1.3 million in operating revenues each year flow from the dairyman's milk check to the PDPP for product promotion. Of this, 60.8% or \$773,545 are used for purchasing media advertising, mostly for fluid milk, cheese, and sports marketing. 10.4% goes to active dairy promotion committees in 43 counties across Pennsylvania. The remaining balance is spent on consumer marketing, communications, nutrition education, and administrative operations. Treasurer Robert Gehman from Coopersburg presented the financial report.

Promotions' Committee Chairman Harold Shaulis of Somerset presented The 1993 "Promoter of the Year" award to Julia C. Myers of Franklin County for her outstanding efforts for dairy promotion. Shaulis and Myers applied enthusiasm and professionalism in her seven years of activities. Myers received an engraved plaque and a \$100 cash award. The purpose of this award is to identify those people who work to improve the public's perceptions



Harold Shaulis, left, presented cash award to Julia Myers from Franklin County for work at the county level for dairy promotion. Jennifer Grimes, state dairy princess, joins in the presentation.

about dairy products and the dairy industry. The Pennsylvania Dairy Board acknowledges the tremendous support that these hard-working volunteers provide to the entire dairy promotion effort. Myers was raised on a dairy farm, married, and is now working in an agricultural industry. Myers thanked the agri-businesses of Franklin County for generously giving matching funds for use in dairy promotion.

Three board members accepted recognition for serving on the board since its inception. Don Cook of Drums, Richard Shellenberger of Manheim, and Beverly Minor of Eighty Four received gold pens for their ten years of service. Don Cook said he is proud of what has been accomplished. Richard Shellenberger said he remembers the first board meeting where ideas were formulated and refined and refocused. Bev Minor was needed out of town and could not attend the meeting.

The morning session concluded with motivational and humorous thoughts from Harry Houston, formerly of the Tennessee Farmers Cooperative. Houston urged farmers to pull together to keep the tools of your trade from being taken from you - the use of fertilizers and pesticides, for example. If not, Houston said, "You won't be able to produce food like you are now to feed us and the world."

## The PDPP 1993 Marketing Campaign

Program manager Brian Ross presented the afternoon session. He and his staff, Communications Director Elizabeth (Betsy) A. Dupuis, Promotions Specialist Nadine J. Houck, and Program Assistant Jennifer S. Dobyns reported on what the board has done in 1993.

Sports marketing included radio, billboard, television, and personal appearances featuring the All-American Pittsburgh Pirate Jay Bell. Pennsylvania dairy commercials could be seen during breaks in the televised PSU Nittany Lion football games, as well as football snack days and Blue Band member appearances to show how milk does a body good. Sixty-five stations participate in the Penn State Sports Network.

Ice cream promotions linked up with Hershey food toppings to make those who watched "feel like a kid again" while Sam Scoop gave the scoop on radio.

The National Cheese campaign centered on TV advertisements and instore promotions which have been shown to increase cheese sales by as much as 30%.

Aunt Emma took to the microphone in central and northeast Pennsylvania for radio spots to

announce that only real dairy products deliver results. Her recipes are in local newspapers and plans are in motion for a special Aunt Emma holiday promotional.

Healthy snacking is the focus of dairy nutrition education in elementary schools through Snack Stars and Snack Trek. Classroom tested programs offer kids hands-on activities. School breakfast programs center on the ideas that today's children are tomorrow's milk drinkers. Kids learn that breakfast and school are cool and important for success.

The PDPP and its co-sponsors reach consumers directly at grocery and convenience stores through colorful displays, posters and materials.

In spring, PDPP joins with the Prom Promise promoters for a "Cheers" campaign, offering high school students a non-alcoholic alternative to drinking. This public service announcement was used by 40 stations across Pennsylvania.

The Pennsylvania Farm Show's 800-pound life size butter sculpture drew the attention of most of the 230,000 people attending the show. The Cable News Network televised it worldwide. An ice



The Pennsylvania Dairy Promotion Board recognized three original board members at their 10th anniversary and annual meeting. Don Cook, left, and Dick Shellenberger, right, receive service recognition from Karl Kroeck, chairman.

cream "Scoop Bowl" was also held at the Farm Show. Dairy Fun Night at the Farm Show featured a milk mustache contest and a "churning and turning" for homemade ice cream contest. For the milking contest, participants had to not only milk the cow, but shake a portion of the milk into butter. Ross emphasized that Farm Show media coverage is free coverage.

June as Dairy Month saw celebrities milking cows in Pittsburgh, Dairy Day festivities in Lancaster, ice cream contests at Altoona's Blands Park, an ice cream serenade in Philadelphia, an ice cream safari in Erie, and real milk product banners for the Harrisburg Senators baseball games.

## Planning and Development for 1994

Tara Gillies, Account Executive for D'Arcy, Masius, Benton, and Bowles, Inc., an advertising agency, stepped to the podium to outline the 1994 fluid milk advertising campaign. The "It Shows" campaign began in February of 1993 and is a strong campaign

involving high consumer awareness. Next year's program will be heavy into self-enhancement, physical health, and emotional health.

The "Milk. It Does a Body Good" Campaign will continue. Other advertising will center on the core idea "When you drink milk it shows."

Two new 30-second television commercials have begun airing - one labeled "country" and the other "urban".

On a national level, Gillies reported that all of the major networks, ABC, CBS, and NBC, air milk commercials during their evening programs. Dairy product advertising can also be seen during prime time shows like "60 Minutes". National advertising campaigns are scheduled for the Winter Olympics.

Overall, Gillies said, 2.8 million Pennsylvania consumers (from the target audience) will see/hear a milk message 80 times throughout the year - an average of three times a week.

## Dauphin DHIA Meets

**HARRISBURG** (Dauphin Co.) — The Dauphin County Dairy Herd Improvement Association recently held its annual meeting at the Western Sizzlin Steak House in Harrisburg.

Chairman Leon Crissinger, of Gratz, welcomed attendees and reported on the changes and transactions affecting local members. Crissinger said that there are 47 herds with 3,500 cows on test in Dauphin County.

DHIA Technician James Batz, of Annville, was recognized for outstanding job performance. Christine Faust, of Millersburg, was introduced as the newest DHIA technician. Faust tests herds in upper Dauphin County and Batz

works with herds in the southern portion of the county.

Galen Lehman, of Middletown, was elected to the board of directors. The others on the board are Tom Tobias, of Halifax; Ty Long, of Hershey; Mike Miller, of Harrisburg; Dale Faust, of Halifax; and Leon Crissinger, of Gratz.

In other business, David Shenk, regional DHIA manager from Perry County, told members about the computerization of production data collection. Dean Amick, director of Pa.DHIA field services, talked about business decisions regarding the state office and reported that David Slusser has been made manager of the state association.

In production recognition, the 53-head, registered Holstein herd owned by Leonard and Marie Switzer was recognized as being the 1993 high herd for milk production, with 25,232 pounds. The switzer's herd was also recognized as being the high herd for protein production, with an average of 784 pounds. The couple also received the top herd management award among the county association.

Frank Greybill Jr., of Hershey, was honored for his herd's top average butterfat production of 784 pounds, while Leroy Reihl, of Gratz, had the herd with the lowest average somatic cell count.



From the left, David Shenk, regional Pa.DHIA manager, stands with Leonard and Marie Switzer, who holds their herd production awards, and Dean Amick, Pa. DHIA director of field services.