

NDB Helps Develop New Products Market

ARLINGTON, Va. — After beginning work with branded products almost a year ago to help market a dairy-juice beverage, the National Dairy Board is broadening its branded activity by working with other companies who have entered this new category in recent months.

Late last year, the 36 dairy farmers serving on the National Dairy Board approved a policy for helping develop new product categories to open markets for dairy. The policy was initiated in November 1992 when the Board

approved funds to help market "Kemps Yo-J," a yogurt-juice beverage competing with juices.

"Market studies show that dairy-juice blends are holding more than a 5 percent share of the juice market in Minneapolis/St. Paul, the original launch market for such beverages," said David Haley, senior brand manager with Marigold Foods, Inc., makers of Yo-J.

"Those numbers excite us and are good news for dairy farmers too, since Yo-J alone found a new market for 500,000 pounds of milk during a one-year period ending August 15," Haley said.

"Minneapolis/St. Paul represents 2 percent of U.S. population,

and we're looking forward to similar results throughout more of the country."

Since last winter, at least four other similar dairy-based beverages have entered the market, so the National Dairy Board discontinued funding of Yo-J marketing exclusively.

With unused funds from the original agreement with Yo-J, the Board looked at marketing plans of other new dairy-based beverage products.

From those marketing plans, the National Dairy Board decided to help expand market penetration of three products in the category by funding in-store sampling demonstrations across more of the

U.S., including a look at the Northwest, Southwest and more Midwest markets. In-store sampling will occur through March 1994.

The National Dairy Board will fund in-store sampling promotions of TCBY's "Blenders," a joint venture between TCBY and Mid-America Dairymen; Land O'Lakes' "Breakaway" and Marigold's "Yo-J."

In line with the original branded marketing policy approved by the dairy farmer-Board, all companies must spend significant funds of their own to more than match National Dairy Board spending.

National Dairy Board criteria for funding branded product

marketing requires:

- The new product be unique and different adding to total dairy sales, not just taking sales from another dairy category;

- National Dairy Board spending for such activities to not exceed 2 percent of total program spending each year;

- Partner company spending to be at least three times Dairy Board funding.

"This program encourages companies to invest in new products and build new dairy categories to sell more milk," said Bill Underwood, New York dairyman and chair of the National Dairy Board's advertising and sales promotion committee.

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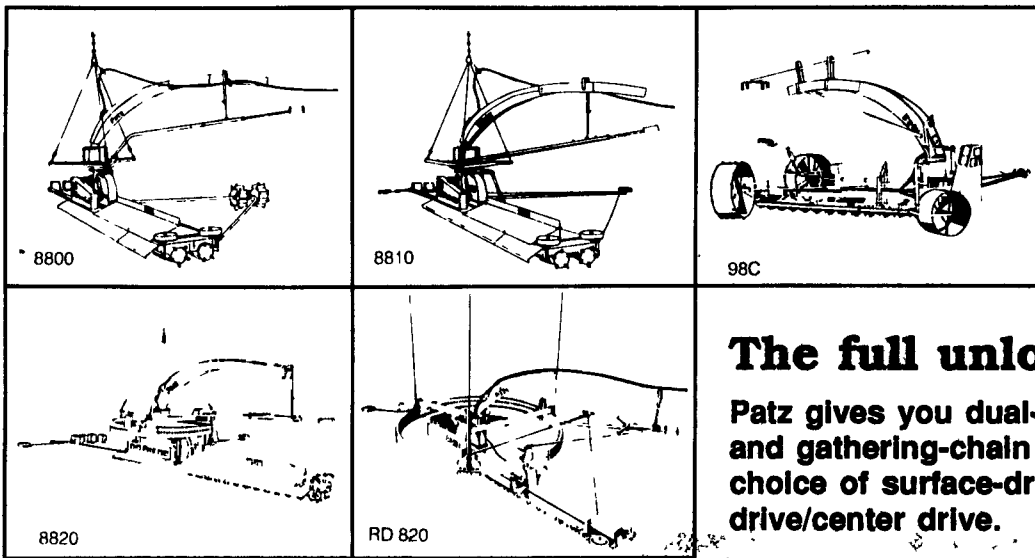
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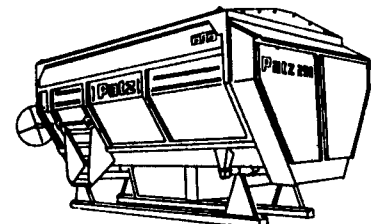
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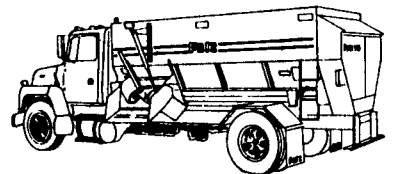
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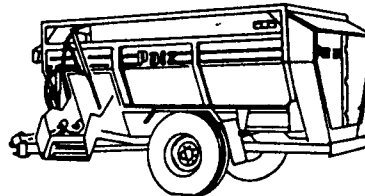
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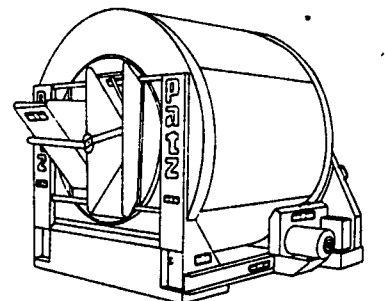
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Tumble mixers

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