

# Dairy Management Inc. Announces Marketing Plan

ROSEMONT, Ill. — Fueling new momentum for product demand by partnering with leaders from farm to marketplace is the thrust behind an aggressive, five-year industry-wide marketing plan announced by Dairy Management Inc.

Dairy Management Inc. (DMI), a joint venture of the National Dairy Board (NDB) and United Dairy Industry Association (UDIA), will work with state and regional promotion groups to advance six priorities:

- Halt the decline in total per

capita consumption of fluid milk and restore total fluid growth to equal population growth.

- Continue to expand per capita cheese consumption.
- Expand per capita consumption of butter.
- Utilize 240 million pounds of milkfat through new uses.
- Make non-subsidized exports a significant and ongoing business for U.S. dairy product suppliers.
- Create/maintain a positive dairy marketing environment to enable advertising, promotion and research programs to achieve

maximum impact.

"This organization is charting a bold, fresh approach to dairy marketing with one thought in mind — making a major difference in milk sales," said Herman Brubaker, Ohio dairy producer and DMI chairman.

"This plan attempts to accelerate the industry's movement toward becoming more customer-driven by challenging the status quo and facilitating the changes necessary to capitalize on the demands of the marketplace. The new enterprise is moving quickly

to position itself as an industry marketing resource for increasing milk sales," he said.

To ensure nationwide involvement, the DMI board announced the formation of a board committee, chaired by Bob Giacomini, California dairy producer and DMI vice chairman, to work out the details for involving non-UDIA members in the industry-wide plan.

The DMI board has expressed a strong commitment to reaching out to non-UDIA members and seeking their participation in the national effort. "Our minds are open and our interest clear to seek opportunities to allow all units to participate in leveraging all our resources," said Giacomini.

Until this new committee can work with the non-UDIA members to address their involvement, the DMI board recommended that non-UDIA members have access to programs at member unit cost and be invited to participate in all meetings.

The DMI board unanimously approved a two-person executive office at the recommendation of chief executive officers Cynthia Carson of NDB and Tom Gallagher of UDIA. Gallagher will serve as DMI chief executive officer, managing all staff and financial resources, market research and marketing. Carson will report

to the CEO as DMI general manager, taking the lead in strategic planning and evaluation, product research, nutrition research and education, issues anticipation/management, corporate public relations and industry relations.

"Tom and Cynthia worked hard and long in sizing up each other's overriding strengths prior to the recommendation," said Giacomini. "Tom has a solid business head and is a bottom-line guy, and this fits with managing staff and resources. Cynthia has demonstrated that she can bring smart, creative people together and successfully lead them to strategically making a difference for the industry."

The DMI board also reviewed recommendations regarding resources necessary to implement the strategic plan.

"A Washington marketing presence is prudent in light of the issues the industry faces and the influence that organizations housed there have on the marketing of milk and dairy foods," Brubaker said. In addition to the Washington office, a centrally located office will also be maintained in Chicago.

The strategic plan was developed through a joint planning process including NDB and UDIA boards and staffs, along with UDIA member managers and their staffs.

## N.Y.-N.J. Milk \$12.97

ALBANY, N.Y. — Dairy farmers who supplied regulated milk dealers (handlers) under the New York-New Jersey marketing orders during October 1994 will be paid by handlers on the basis of a uniform price of \$12.97 per hundredweight (27.9 cents per quart). The price for the corresponding month last year was \$12.83 per hundredweight.

Market Administrator Ronald C. Pearce said that the price was \$12.85 in September 1994. The uniform price is a marketwide weighted average of the value of farm milk used for fluid and manufactured dairy products.

A total of 11,560 dairy farmers supplied handlers regulated under the New York-New Jersey marketing orders with 947,875,173 pounds of milk during October 1994. This was an increase of 4.4 percent (about 40 million pounds) from last year. The gross value to dairy farmers for milk deliveries was \$124,120,022.65. This included differentials required to be paid to dairy farmers but not premiums, deductions authorized by the farmer, or assessments.

Regulated handlers used 419,152,677 pounds of milk for Class I, 44.2 percent of the total. This milk is used for fluid milk products such as homogenized, flavored, low test, and skim milks. For October 1994, handlers paid \$14.15 per hundredweight (30.4 cents per quart) for Class I milk compared with \$13.59 a year ago.

Handlers used 151,167,355 pounds of milk for Class II products, 15.9 percent of the total. Class II products include fluid cream, eggnog, ricotta and cottage cheeses, ice cream, and yogurt. Handlers paid \$12.15 per hundredweight for this milk.

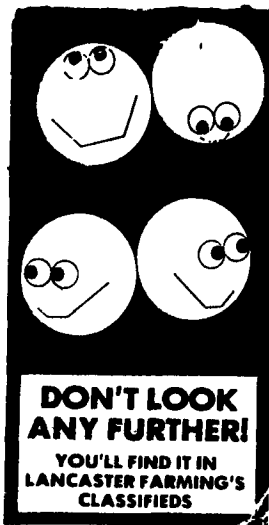
Milk used to manufacture Class III products including butter,

cheese (other than ricotta and cottage cheeses), and whole milk powder totaled 369,390,520 pounds (39 percent of the total). Handlers paid \$12.35 per hundredweight for this milk.

Milk used to manufacture nonfat dry milk (Class III-A) totaled 8,164,621 pounds (.9 percent of the total). Handlers paid \$10.42 per hundredweight for this milk.

The uniform price is based on milk containing 3.5 percent butterfat. For October 1994, there was a price differential of 6.3 cents for each one-tenth of one percent that the milk tested above or below the 3.5 percent standard.

All prices quoted are for bulk tank milk received from farms in the 201-210 mile zone from New York City.



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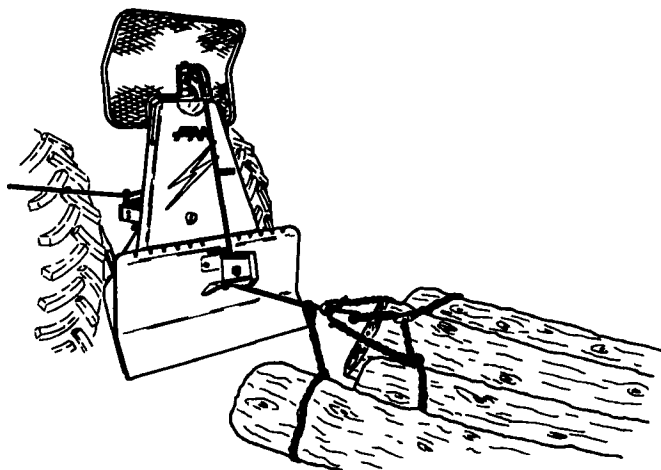
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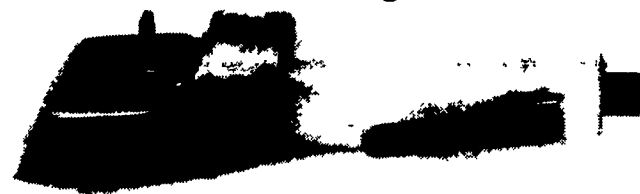
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