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Dairy promotions and publicity kits are printed in Spanish to reach the large and growing Hispanic culture in the United States.

ADADC Targets Hispanic Market

KINGSTON (Luzerne Co.) -Market research has shown that Hispanics are large consumers of milk and dairy products.

As New York City's Hispanic population continues to grow, so do opportunities to increase milk and dairy product sales.

As a result, the American Dairy Association and Dairy Council Inc. (ADADC) has adapted several of its promotion programs including food kits for newspapers, radio and television advertising and product sampling for Hispanic audiences.

Most recently, ADADC translated food publicity kits to Spanish for placement in Hispanic publications. Reaching 50,000 consumers, the first placement was

made in El Diario, the largest Hispanic newspaper in metropolitan New York.

Published during American Chocolate Week, the article featured simple, kitchen-tested recipes for dairy desserts including Double Chocolate Brownies with Raspberry Sauce, Chocolate Marbled Cheesecake and Peanut Butter 'N Chocolate Fudge.

Advertising is considered critical to increasing fluid milk sales in the Hispanic market. Not only has ADADC aired "Milk. Help Yourself" television advertisements in Spanish, but they have developed original radio and television advertisements specifically for the Hispanic market.

According to ADADC Director

of Advertising and Promotion Michele Martens, "Hispanics view milk as a food rather than a beverage. Our advertising campaign appeals to family values and the importance of a well-balanced diet. These are concepts that influence

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milk." ADADC is also helping to launch two new cultured milk drinks targeted to Hispanics, called Kumis and Boruga.

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Developed by La Calenita of North Bergen, New Jersey and packaged by Crowley Foods of Binghamton, New York, the products are being supported by ADADC through television advertising and sampling at Hispanic trade shows and street festivals.

ADADC Releases Annual Report

KINGSTON (Luzerne Co.)-The American Dairy Association and Dairy Council Inc. (ADADC) has released its 1994 annual report commemorating its 35th anniversary.

According to ADADC Executive Vice President Rick Naczi, "ADADC's primary goal is to deliver cost-effective, targeted programs where they make the biggest impact."

Published as a special issue of Promotion Focus, the annual report details the organization's 1994 accomplishments.

The report includes a president's message by Raymond Johnson, a dairy farmer from Schaghticoke, New York; a management message from Rick Naczi; accomplishments of ADADC's retail, nutrition education and communications work groups; and a special section on ADADC member news.

The report also includes an

ADADC district and director map for all Federal Order 2 producers in New York, New Jersey and Pennsylvania.

The report suggests that ADADC directly increased milk sales in the largest dairy case in the Association's marketing area. There's also a section on how an information kit and video launched by ADADC gave chocolate milk a new image to increase milk consumption in schools.

Included are facts, such as ADADC generated over \$275,000 worth of free newspaper publicity promoting milk and dairy products.

All Federal Order 2 producers were mailed a copy of the annual report. Those who did not receive a copy, should request one by writing to Stephanie Meyers, American Dairy Association and Dairy Council, Inc., 219 South West Street, Suite 100, Syracuse, N.Y. 13202-1205.





Antique Tractor **Stolen**

Sometime in March, a Farmall-H tractor, 1940, was reportedly stolen from a corn crib shed along Church Road in Maxatawny Township, Berks County, according to George Lichtenwalner, Wescosville, Berks County.

Lichtenwalner said is worth about \$700, can be identified by the M&W 5-speed gearbox clearly visible. The tractor's back tires were worn. It has a standard PTO with a pressureloaded lever.

The gearbox makes the tractor "stand out," he said. The tractor, when reportedly stolen,

