

DAIRY COUNCIL, INC.



THE NUTRITION EDUCATION PEOPLE



Tom Gallagher

TOM GALLAGHER
Chief Executive Officer
Dairy Management, Inc.

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all the time. Over the past year, an exhaustive study was conducted to determine who consumed how much of which dairy products and why. Analysis of the data will help dairy marketers focus on those consumers and dairy product areas that have the greatest volume growth potential. This information opens the door for the entire dairy industry to work from the same page in building a strong market for dairy farmers.

The long-term business plan also will assure that an industry-wide issues and crisis management system is in place so we can deal effectively with matters of animal health, dairy image, quality, safety and other issues that are critical to the success of dairy farmers.

JAN STANTON
Executive Director
Dairy Council, Inc.

As we move toward the next millennium, I see increased changes and challenges for every segment of the dairy industry. We must produce, package, and deliver to consumers the products which will meet their ever-changing and demanding needs. No longer can we expect that "one size fits all" with respect to our products or marketing strategies.

Dairy promotion, both advertising and nutrition education strategies, will continue to play an



Jan Stanton

important part in helping to build and maintain dairy product demand. There are three major challenges facing dairy promotion: (1) the increased need for integration of all marketing efforts; (2) segmentation of the marketplace to focus our promotion dollars, and meet specific consumer needs; and (3) the increased need to show accountability for our efforts — bringing the most impact for every dollar

spent. State, regional, and national promotion groups are currently working to address these issues.

All segments of the dairy industry share the goal of driving consumer demand for dairy products. To be successful, we must target our products and promotions to niche markets, focusing our dollars where they will create the greatest value for the industry. Working together we can meet the challenges of the future.

June National Dairy Month



June Dairy Month TRIVIA

- ▼ Every day, the nation's 93 million dairy cows produce more than 50 million gallons of milk
- ▼ Who's really "got milk?" Des Moines, Iowa ranks highest in the nation in per capita supermarket milk sales
- ▼ Ice cream is definitely All-American. More ice cream is produced and eaten in the United States than in any other country. And consumption is highest in June and July
- ▼ What's America's "favorite" ice cream? The number one selling flavor is vanilla, followed by chocolate
- ▼ The United States is the world's largest producer of cheese with almost one-third of the milk produced each year going into cheese-making
- ▼ Americans love cheese! Per capita we eat more than 26 pounds of cheese a year with cheddar the number one selling cheese

We're proud to recognize the local dairy farmers as we celebrate June's National Dairy Month. Nourishing a nation is a big job, and these people accept the challenge each day. Their efforts allow us to enjoy the best in nutrition and quality at the most competitive prices possible, and we're proud to congratulate them on a job well done.



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A dairy farmer-owned cooperative and feed company
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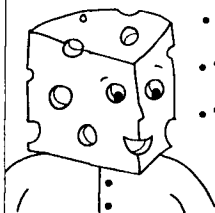
Mount Joy Co-op

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Over 60 years of service

AMERICA'S TRUE CHEESEHEADS

44% of American households consume 83% of all cheese eaten at home.



- "Cheese Snackers" account for 28% of this volume
- "Convenience Seekers" (use cheese in quick meals) 24%
- "Cheese Enhancers" (use cheese as ingredient) 16%

Source: Dairy Management Inc.

