

# DMI Launches Largest-Ever Cheese Campaign

ROSEMONT, Ill. — Dairy Management Inc. (DMI) has launched, "Behold the power of Cheese", its largest-ever campaign geared to increasing consumer cheese consumption.

"Behold the power of Cheese," which is funded by dairy farmer checkoff dollars, is based on DMI consumer segmentation study that identified the two key consumer groups with the greatest long-term growth potential of the dairy industry," said DMI Chairman Herman Brubaker, an Ohio dairy farmer.

"These two consumer segments, called cheese cravers and enhancers account for 44 percent of all at-home cheese con-

sumption. Our data shows they can be persuaded to consume significantly more cheese," he added.

This new, integrated campaign is supported by a \$55 million budget for local and national promotion representing a funding increase of more than 40 percent over the 1997 cheese marketing plan.

The "Behold the power of Cheese" advertising, retailer programs, foodservice marketing and public relations components of the plan are designed to directly reach both cheese "cravers" and cheese "enhancers" with messages and motivations to buy more cheese.

"DMI's cheese marketing plan represents a new era for dairy farmers," said Tom Gallagher, DMI chief executive officer.

"Increased operating efficiencies and a coordinated plan with industry partners for fluid milk marketing freed up more dollars for cheese, allowing DMI's farmer directors to approve their largest, most comprehensive cheese program to date. Our goal is to raise cheese consumption from the current level of 28.6 pounds per person annually to 31 pounds per person by the year 2000," he said.

The cornerstone of the cheese marketing plan is the brand new national advertising campaign that targets the hearts and taste buds of consumers with the tagline "Behold the power of Cheese.™"

A seasonal television spot is airing in December only in order to capitalize on holiday sales opportunities. The full campaign, which includes national television and print advertising, will launch in late February.

Addition program elements include:

- Retail marketing efforts designed to motivate consumers to act on cheese cravings trig-

gered by the advertising campaign.

- Foodservice partnering efforts to develop new and improved restaurant menu items highlighting cheese.

- An aggressive consumer public relation campaign featur-

ing media placements, consumers leaflets and other tactics highlighting cheese.

DMI manages the American Dairy Association®, National Dairy Council® and U.S. Dairy Export Council®.

## PAIA Names Peechatka

EPHRATA (Lancaster Co.) — Walter N. Peechatka, Camp Hill, Cumberland County, has been named the executive vice president of PennAg Industries, effective Dec. 8.

Peechatka retired in June 1997 a executive deputy secretary of the Pennsylvania Department of Agriculture.

He had served previously as deputy secretary for regulatory programs and as director of the Bureau of Plant Industry where he administered programs relating to pesticides, feed/fertilizer, and other regulatory programs of the Department.

A graduate of the Pennsylvania State University with a B.S. in forestry, Peechatka began his career with the Pennsylvania Department of Forest and Waters.

He was a program specialist for the State Soil and Water

Conservation Commission and served as Director of the Bureau of Soil and Water Conservation for the Pennsylvania Department of Environmental Resources.

For five years he served as executive vice president of the Soil and Water Conservation Society, Ankeny, Iowa.

PennAg Industries is a 450-member trade association representing feed, grain, transportation, fertilizer, pesticide, and other sectors of agriculture in Pennsylvania.

Peechatka said he is looking forward to representing the interests of the association, and will work with the board of directors to increase the association's visibility in Harrisburg.

He and his wife Bonnie have two grown sons. They are members of Messiah Lutheran Church in Harrisburg.

## News/Publication Deadlines Set

(Continued from Page A1)

### January 9th Issue

**Public Sale Ads** — 4 p.m., Friday, 1/2.  
**Mailbox Markets** — 4 p.m., Friday, 1/2.  
**Section D Classified Ads** — 5 p.m., Tuesday, 1/6.  
**Farm Equipment Ads** — 9 a.m., Wednesday, 1/7.  
**All Other Display Ads** — 9 a.m., Monday, 1/5.  
**General News** — Noon, Wednesday, 1/7.

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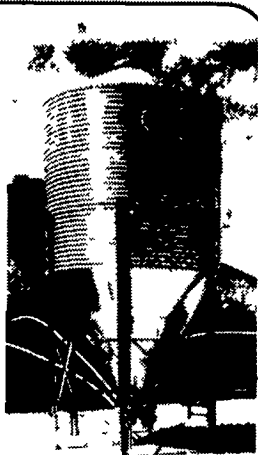
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