

Kids "got milk?"

PITTSBURGH - In a major effort to help end the two-decade decline in fluid milk consumption, Dairy Management Inc., along with the Pennsylvania Dairy Promotion Program and other state/regional promotion programs, launched an \$81 million fluid milk marketing campaign designed to persuade children to drink more milk.

"DMI's consumer Segmentation Study conducted last year convinced us that children are among the most promising consumer segments in helping us increase fluid milk sales," said Scott Higgins, CEO of the American Dairy Association & Dairy Council Mid East.

PDPP contracts with ADADC Mid East to conduct advertising, marketing, nutrition education and promotion on behalf of dairy farmers in western Pennsylvania.

Market research shows that children 1 to 11 are the biggest milk drinkers, but that consumption drops off greatly after that. DMI and PDPP hope that helping children choose milk now will result in them forming a life-long milk habit.

"Using an integrated marketing approach to convince children that milk is an attractive beverage will go a long way toward reaching our goal of halting the decline in fluid milk consumption," Higgins said.

The integrated marketing campaign features "got milk?" advertising with a new twist.

Earlier this month, new television commercials, featuring story lines written by and for children, began running on various cable and network children's programming during weekday breakfast hours, after school and on weekend mornings.

"The purpose of the new "got milk?" advertising is to raise kid's awareness of milk and position it as a contemporary, 'cool' beverage," Higgins said. "The ads, which assume a kid's point of view, pose the question; what happens in a world where milk is taken away? We want kids to think, 'I need milk right now - nothing else will do.'"

DMI and PDPP have additional strategies in the overall plan to reach children 1 to 11, including:

- placing dairy-friendly nutrition educational materials.
- Sponsoring research that reinforces the value of milk

products as the preferred source of children's calcium.

- Conducting a new school breakfast promotion campaign which stresses the importance of a breakfast that includes dairy as essential to learning.

- Working with school food-service personnel to properly handle milk.

- Identifying new flavors, formulations and other marketing opportunities for milk-based beverages, to help overcome barriers to increased consumption.

In addition, starting in April dairy farmer funds will sponsor "Wimzie's House," a Public Broadcasting System television show aimed at 2-to 5-year-olds.

Furthermore, fluid milk marketing efforts in 1998 extend beyond children to reach teens and those adults who currently drink only one glass of milk a day.

An additional \$100 million in milk processor dollars will be applied to a major campaign targeting the teen and adult groups, identified in the DMI Segmentation Study as critical to increasing overall fluid milk

DENVER, Colo. — "Family Agriculture In A Changing World" is the theme of National Farmers Union's (NFU) 96th Anniversary Convention set March 6-9, in Albuquerque, N.M.

consumption

"By pooling resources and implementing one, coordinated plan with MilkPEP, dairy farmers now have the firepower to successfully compete with soft drink manufacturers and other beverage competitors trying to win the hearts and minds of consumers, including children," Higgins said.

This strategy, spearheaded by the new "got milk?" campaign, allows the fluid milk industry to become the major player in the beverage industry in marketing to children."

Since the national dairy farmer check-off program began in 1984, dairy promotion organizations have helped increase total annual dairy sales by 33 billion pounds, a 27 percent increase

Convention-goers will consider the impact on family producers brought by changes in federal farm policy, domestic market structure, and international trade.

"The success of family producers today is affected by everything from federal policies to the Tokyo stock market," said NFU President Leland Swenson. "This year's convention will focus on these issues and explore what producers can do to influence federal policy changes, as well as to take advantage of today's market opportunities."

Among the highlights of the convention are a series of workshops that will be offered Saturday afternoon, March 7. Workshop topics will include tax code changes affecting agricultural producers; the U.S. food supply system and how it impacts producers, the environment and consumers; the renaissance of the cooperative development movement; and overcoming stress to work effectively with others. Saturday's session will also feature a round table discussion of representatives from various commodity and other pro-

ducer organizations.

Sunday's agenda, March 8, will include a non-denominational worship service and convention business in the morning, followed by an afternoon free for sightseeing and relaxation. Sunday evening, delegates and members will reconvene for the convention banquet, which will feature an address by Canadian Farmers Union President Nettie Wiebe.

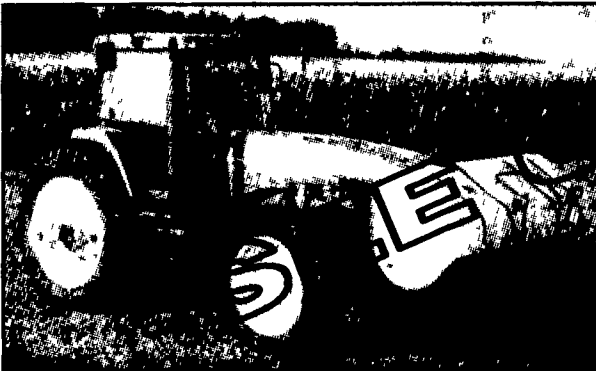
Monday, March 9, will be reserved for Farmers Union delegates to consider NFU policy. NFU's 1998 Policy Committee met in Denver in December to begin consideration of 1998 policy. The committee will offer its proposals to the full delegation, which will debate and adopt NUF policy for 1998.

Parents are encouraged to bring their children to convention. A complete youth program will be offered at a nominal fee. Convention registration is open to anyone. State-elected delegates will decide the organization's business, including election of officers and adoption of the 1998 policy program.

NEW FROM AG-CHEM SALES

High-Tech Solutions For Agriculture! Ford Genesis Side Mount Tank Systems

- Works With Super Steer
- Full View Of Front Tire
- 250 Gallon Tear Drop Design For Better Forward Visibility
- Easy Cab Access



JD 8000 Series Front Mount Tank Systems

- Ag-Chem Exclusive Tear Drop Design For Better Forward Vision
- 250 & 400 Gallon Options
- Tank Mounted Close To Frame Of Tractor
- Meet John Deere Specifications
- Easy To Mount & Dismount
- Multi-Use (Starter Fertilizer, Herbicides, Insecticides)

Case 7000/8000 Series Magnum Tractors Front Mount Tank Systems

- Ag-Chem Exclusive Tear Drop Tank For Better Forward Vision
- 250 & 400 Gallon Options
- Tank Mounted Close To Frame Of Tractor
- Easy To Mount & Dismount
- Multi-Use (Starter Fertilizer, Herbicides, Insecticides)



Cat Challenger Series SML 500 Side Mount Tank Systems

- Works With 60" Through 90" Track Spacing & 16" Through 32" Belt Widths
- 28" Ground Clearance On Outside Of Tracks
- 250 Gallon Tear Drop Design For Better Forward Visibility
- Easy Cab Access

7 Ton Tandem Nurse Wagon

- 1000 Gallon Raven Leg Tank
- 2-1/2" 5,000 Lb. Spindles
- 2" Banjo Ball Valve
- 4,700 Lb. Hubs
- Adjustable Clevis Hitch
- Standard 11Lx15, 8 Ply Tires
- 2,000 Lb. Jack

SAFEGUARD LIVE ANIMAL TRAPS

Heavy gauge wire reinforced with steel rods

#24 8x7x24" Long- Squirrels rabbits, etc	\$26.90
#30 11x12x30" Long-Raccoons, woodchucks, etc	\$34.90
#36 11x12x36" Long-Large Raccoons, Fox (gray), etc	\$38.90

Add \$5.90 S&H per order PA residents add 6% Tax exempt includes tax numbers
R.E. Black, 497 Bull Run Rd., Wrightsville, PA 17368
Mail Order Only!

CRAFT-BILT

CONSTRUCTION, INC.
MANHEIM, PA
(717) 653-4023



Pre-Engineered Buildings
Lifetime Design Warranty

Dairy Self-Storage  Equine Commercial



PLEASE CONTACT YOUR LOCAL DEALER

1-800-760-8800 - Prompt #2

1998 CATALOGS NOW AVAILABLE

Dealer Inquiries Welcome