

Dairy Farmer And Processor Dollars Jointly Target Increased Fluid Milk Consumption

ROSEMONT, Ill. — In an industry first, America's dairy farmers are working together with fluid milk processors to market milk competitively in the high-stakes beverage market.

"By uniting processors and the dairy farmer checkoff, the dairy industry is positioned to reach and influence per capita milk consumption as it has never done before," said Chick Powell, vice president, Milk Marketing DMI.

Because dairy farmers now have a working partnership with the Milk Processor Education Program, \$181 million is invested in coordinated, integrated fluid milk promotions. These promotion efforts are designed to stimulate demand and increase milk consumption by 2.2 billion pounds by the year 2000.

"Currently, soft drinks out-spend milk eight-to-one in advertising alone. Through an inte-

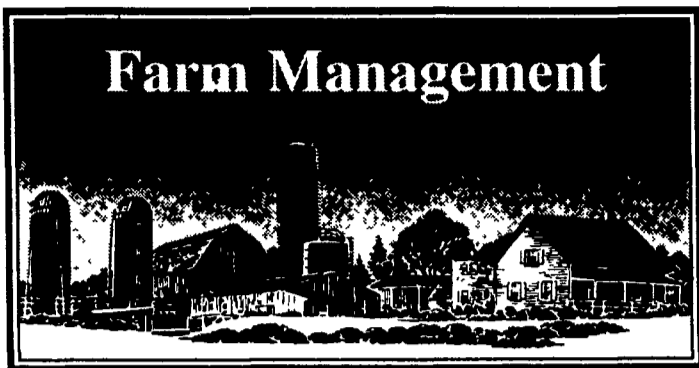
grated, coordinated plan with processors, dairy farmer dollars can be used to create a greater impact," Powell added.

New fluid milk marketing efforts paid for with farmer dollars are aimed at reaching children ages 6-11 to increase their long-term milk consumption. Research shows that when milk loses the consumer at this age, it is likely to lose these customers for life.

"The new milk marketing initiatives, designed to influence the way young children feel about milk, feature the "got milk?@" television ad campaign tailored for kids, and a new "Totally Cool to Eat Breakfast at School" promotion program," Powell said.

Dairy Council, Inc., Middle Atlantic Milk Marketing and the Pennsylvania Dairy Promotion Program are the local planning and management organizations, funded by dairy farmer dollars, responsible for increasing demand for U.S.-produced dairy products on behalf of America's dairy farmers. They work closely with Dairy Management Inc.™ to implement dairy promotion, education and research programs nationwide.

Since the national dairy farmer checkoff program began in 1984, dairy promotional organizations have helped to increase total annual dairy sales by 33 billion pounds — a 27 percent increase. To learn more about dairy farmer-funded efforts, contact Dairy Council, Inc. at 215-322-0450, MAMMA at 410-321-0266 or Pennsylvania Dairy Promotion Program at 814-4989-2058.



Farm Management

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that alter production by only a few bushels per acre can significantly reduce or increase crop carry over into the next year.

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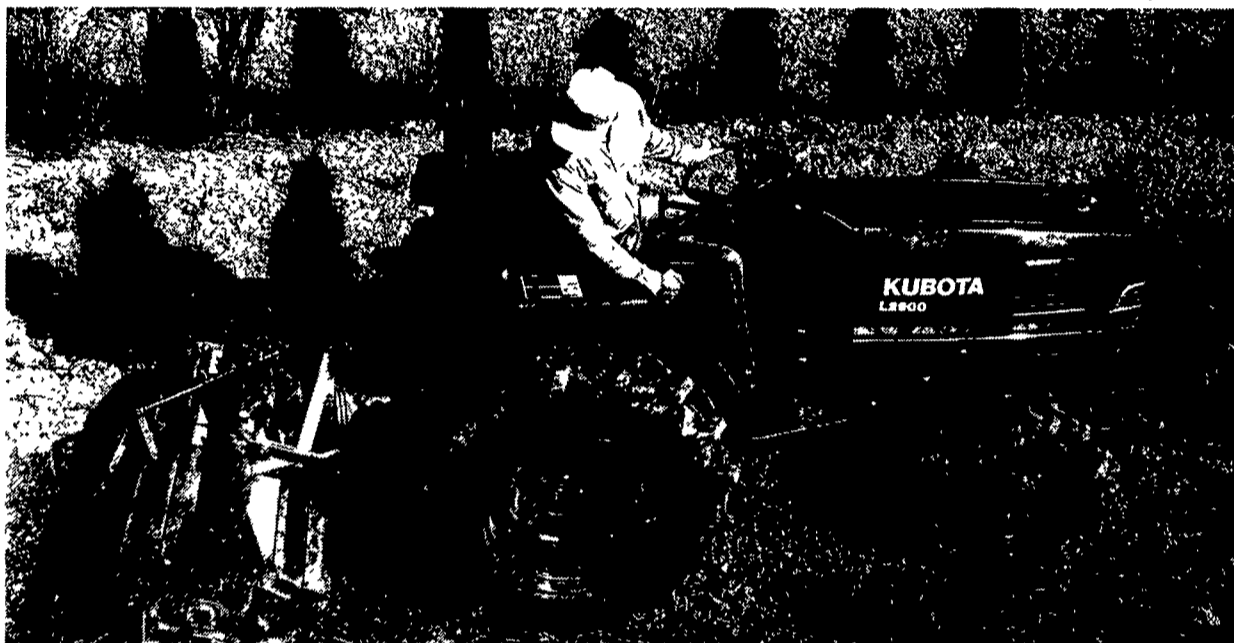
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