

# Dairy Council Exceeds Goals Marketing Milk Nutrition

(Continued from Page A1)

Philadelphia and Washington D.C. offices and the news that the Philadelphia office will need to relocate since the building has been sold.

The consolidation will enable the Council to become more effective and cost-efficient without sacrificing the high quality nutritional materials produced for school students, health and education professionals, school food services, and individuals. The site of the new office has not been determined.

"We will still work with the same people, but the consolidation allows us to expand services," Stanton said.

One of Dairy Council's most complex projects was the "family-foodzone," nutritional website to promote good eating habits. The Philadelphia office joined with 11 other Dairy Council offices in other states to share the expenses and provide a low-cost, high quality website. Since its release on Jan. 1, the website has already received six national awards.

Some of the other nutrition education work that Dairy Council continues to promote is done with the PAWS Farm, Garden State Discovery Museum, Philadelphia Zoo, health professionals, educators, and the school breakfast program.

Tom Gallagher, chief executive officer for Dairy Management, spoke on how national issues affect the regional and local organizations.

The mergers of Dairy Management Inc. (DMI), MilkPep, and the U.S. Dairy Export Council bring national and local efforts to work hand-in-hand in a more unified fashion to deliver the milk message to consumers.

Gallagher praised the efforts of the U.S. Dairy Export Council for its successful work. "Four years ago, it received \$700,000 from the government. Now government funding has increased to \$2.5 million because the government says the council has really got its act together and wants to support it."

DMI's mission is to increase demand for dairy products, to have

an industry-wide plan, a market-driven business plan, invest resources in strategic manner, and offer the best possible economical advantage to dairy farmers.

The role of the checkoff is to increase demand, not merely promote, Gallagher said. He believes the effectiveness of the checkoff is evident by noting that in 1983, there was a large surplus of milk and cheese. By 1996, there was no longer a surplus despite production being up 10.5 percent and the population only rising 13.5 percent.

DMI and MilkPEP have agreed to work together instead of having separate programs. This will enable \$190 million to be used for local and national advertising. Gallagher predicts that advertising monies will be supplemented by companies such as Dean Foods pushing brand-name products such as its highly successful milk drink called Chug.

Market studies have determined that 6-11 years old should be the most targeted group for milk promotion. They drink more milk at this age but milk consumption drops dramatically during the teen years when their bodies actually need more milk. Education during these formative years should help them realize the importance of maintaining milk consumption when they are teens.

Studies also show that where the mother in the household believes in the importance of milk in the daily diet, an average of 35 gallons of milk are consumed in the households annually but drops as low as seven in households where mothers are not supportive of kids drinking milk.

Gallagher praised Dairy Council for its highly successful nutrition education program. Distributing 20,000 classroom kits far exceeds its formerly set goal.

"Dairy Council here always exceeded goals for state and regional impact compared to other states," Gallagher said. He praised the local Council for spearheading recommendations that the daily

calcium consumption for 9-18-year-olds be increased because the previous recommendations did not provide for optimal bone growth and health. The recommended serving of milk for 9-18 years of age is 4 compared to the previous 3 servings.

The nutrition advantage in milk compared to soft drinks must be our focus, Gallagher said of the soft drink industry, which is considered to be milk's most fierce competitor.

Joan Horbiak, president of the Health and Nutrition Network, spoke on marketing your message. Communication skills are more important than technical skills and intelligence when it comes to achieving success, she said.

Horbiak challenged the audience not to be afraid of the media. "You can reach 500,000 people in five minutes when you go on television, and it's free," Horbiak said of many stations that allow short food segments, especially those related to seasonal holidays.

She praised Althea Zaneskosy of Dairy Council who appears regularly on television. Several spots from the segments were shown to the audience. Of Zaneskosy's work, Horbiak said, "I never saw a more sophisticated program with the media."

When talking with the media, Horbiak said, "Stand up. Studies show that you are more persuasive when standing than sitting."

She also said, "Remember, visuals are the most powerful way to communicate. You must have a prop but hold it to the side, not directly in front of you."

"When you communicate too many things, you communicate nothing," Horbiak said. "Keep it simple. You lose your marketing campaign if it is not simple and a consistent message. The message must be clear and repetitive."

A Yale University study revealed that the 12 most persuasive words in the English language include the following: you, money, save, new, easy, results, guarantee, safety, love, discovery, proven, and health.

Horbiak challenged the audience to use those words often. Some words are more effective



Curtls Acres, board member, receives recognition for 16 years of service.

than others. For example, use the word "fix" instead of "repair." Repair has the connotation of an existing problem, but fix promotes the idea that the problem is solved. The word "contract" is often scary to people. It is better to say "a letter of agreement," when doing business.

Horbiak used a variety of interaction techniques with the audience to show the importance of creating positive first impressions so necessary in getting the correct message across.

She taught the audience the proper way to offer a handshake. "Be the first to stretch out your hand and hold onto their handshake a bit longer than is comfortable. This portrays the message

that you are comfortable and secure in who you are."

Despite effectively communicating, Horbiak acknowledged that statistics show that people forget 90 percent of what you say one week after a presentation. That's why it's so important to be repetitive in your message.

Dairy Council presented two Friend of Nutrition Education awards. Cindy Dawso Van Druff, school food service professional, was recognized for a project in collaboration with the Dairy Council to establish healthy eating habits in Montgomery County second-grade students. Lou Ann Good of *Lancaster Farming* received the award for her articles focusing on nutrition education that reach children and adults.



Pennsylvania Dairy Princess Nichole Meabon, left, and New Jersey State Alternate Meredith Quick greet visitors at Dairy Council's 78th annual meeting, which was held at Somerton Springs, Feasterville.



Speakers for Dairy Council's annual meeting include, from left, Joan Horbiak, president of Health and Nutrition Network; Bob Winner, Dairy Council president; Tom Gallagher, CEO for Dairy Management Inc., and Jan Stanton, Dairy Council executive director.