

MilkPEP, DMI Continue Milk Marketing Plan Integration

CHICAGO, Ill. — The Fluid Milk Processor Education Program (MilkPEP™) and Dairy Management Inc.™ (DMI) announced recently that the two organizations will begin integrating their marketing efforts and will continue to use both award-winning advertising campaigns — “Milk Mustache” and “got milk?”.

As a first step in the integration of milk marketing efforts, “Milk Mustache” print advertisements in magazines will bear the “got milk?” tag line as early as August. Later in the year the tag line will appear on “Milk Mustache” ads running in newspapers, national magazines and outdoor venues.

National television advertising will continue with the current “got milk?” creative approach. Both DMI and MilkPEP license “got milk?” from California Milk Processor Board (CMPB).

The announcement is part of steps under way to launch the industry's first-ever unified milk marketing initiative that is jointly funded by milk processors and milk producers.

The integrated program is being planned and implemented by MilkPEP, DMI and the state and regional promotional organizations. Full details of the joint effort, which is expected to be about

\$190 million dollars, is currently on the drawing boards and will be unveiled in August.

The integrated marketing plan, to be implemented in 1999, is expected to include advertising, public relations and promotion.

“We are lucky to have two incredibly strong campaigns to work with, each with a tremendous amount of equity among consumers,” said Tom Gallagher, DMI chief executive officer. “By combining forces behind the two successful campaigns, we are creating a powerful marketing plan to help increase milk consumption.”

“The ‘got milk?’ theme is very memorable and has strong recognition with consumers, while the ‘Milk Mustache’ campaign has extraordinary visual impact and recognition with the cache of the country's most popular celebrities. So, it's natural to marry the two themes in the ‘Milk Mustache’ ads as a first step in integration,” said Kurt Graetzer, executive director of MilkPEP.

DMI and MilkPEP have a licensing agreement with CMPB to nationally use the “got milk?” tag line.

Commenting on the announcement, Jeff Manning, executive director of CMPB said, “We are all in the business of trying to sell more milk to consumers.”

House Agriculture Panel Sets Meeting At Ag Progress Days

HARRISBURG (Dauphin Co.) — Rep. Ray Bunt Jr. (R-147) said the House Agriculture and Rural Affairs Committee will again, for the second year in a row, hold a “town meeting” style public hearing during Ag Progress Days scheduled for mid-August in Centre County.

Bunt, chairman of the panel, said the committee will meet on Aug. 20 at Rocksprings during Penn State University's Ag Progress Days. The meeting will be

held from 10 a.m. to 3 p.m. in the Red Barn building. There will be a one-hour lunch break from noon to 1 p.m.

“We are again interested to hear the concerns of farmers and others whose business and livelihood is made in agriculture-related businesses,” Bunt said. “We are continuing to seek ideas on how state government can assist farmers and agricultural businesses to remain stable and be profitable.”

Bunt said the town meeting style format of the meeting will

help create an informal atmosphere leading to a free exchange of ideas and potential solutions.

“It will not be necessary for participants to have prepared or written remarks,” Bunt said. “After arriving at the meeting people can just sign up for a five-minute slot to speak. Each committee member will have several minutes to respond and ask questions of the participants.”

“We don't intend to limit the number of topics a speaker may discuss, but the issues should be pertinent to the role of state government in agriculture and how it can better serve the agricultural community,” he said.

“We want to open the discussion to local concerns on statewide topics like farmland preservation, ‘right-to-farm’, and other land use issues, or barriers to the profitable operation of agricultural businesses,” Bunt said. “Our desire is to hear about possible solutions. We don't have all the answers in Harrisburg and we know people around the state have lots of interesting and novel ideas. The committee members need to hear these ideas and discuss potential solutions to agriculture business problems. The result could lead to legislation in the General Assembly that would benefit agriculture across the commonwealth.”

For more information about the Centre County meeting, contact Rep. Raymond Bunt Jr., House of Representatives, House Box 202020, Harrisburg, PA 17120-2020, (717) 787-6937. Fax number is (717) 772-6952.

AJCA Offers Promotional Video

REYNOLDSBURG, Ohio — Learn about Jersey cattle from a 15-minute video produced by the American Jersey Cattle Association (AJCA).

This informative video focuses on the profitability of today's Jersey. It gives an overview of the Jersey breed, the dairy industry, and describes what the American Jersey Cattle Association can do for Jersey owners.

Viewers are introduced to recent statistics on reproduction, longevity, and the production efficiency of Jerseys. Top dairy producers comment on the advantage of owning Jersey cattle, stressing their ease of handling and their ability to create a profit in United States markets.

The video also provides an insight into the world dairy market and the Jersey advantage. Highlights include a growing export market for Jersey genetics, evi-

denced by a 766-percent increase in international sales of United States Jersey semen since 1985.

Finally, viewers learn where to find information when Calvin Covington, the CEO and executive secretary for AJCA, reviews services and programs provided by the association. He emphasizes the availability of high-quality bulls through A.I. organizations and reports on current production genetic information.

This \$15 video is ideal for information, education, and sales promotion for many audiences, such as 4-H and FFA groups, agriculture education programs, loan officers, breeders, or anyone interested in owning Jerseys.

To order, contact the Communication Department of the American Jersey Cattle Association at 6486 E. Main St., Reynoldsburg, OH 43068, or phone 614/861-3636. Orders may also be placed via the worldwide web at usjersey@iwaynet.net.

1998 Grazing/Forage Conference Proceedings Available

UNIVERSITY PARK (Centre Co.) — Pastures and forages are a central component of annual production systems in the Northeast.

Proceedings of the 1998 Grazing/Forage Conference held in March are available for purchase. The proceedings has 22 papers that were presented at the conference by producers, extension educators, researchers, industry personnel, and international speakers.

Ten different producers participated in the program. Two of the featured articles were by Dr. Sinclair Mayne, from Northern Ireland, entitled, “Forage Productivity and Utilization by Ruminants to Optimize Profit” and “Are We Selecting the Correct Dairy Cows for Grazing?”

The proceedings should be a valuable resource for producers, agricultural and industry professionals, university and extension educators, agronomists, animal scientists, nutritionists, and many others.

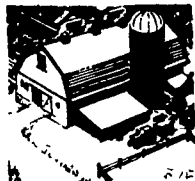
The proceedings are available for \$10 per copy (including shipping and handling) from the Grazing Research and Education Center, 116 Agriculture Sciences and Industries Bldg., Penn State University, University Park, PA 16802. Make checks payable to Penn State.

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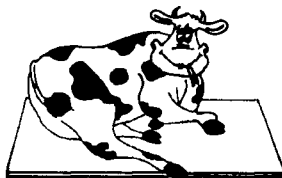
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