

Dairy Farmer-Funded Promotion, Research Efforts Work

ROSEMONT, Ill. — Dairy farmer-funded promotion and research efforts continue working to help increase dairy product demand. These efforts saw some notable results in 1998, as evidenced by these top "hits."

1) Projected sales of total milk increased. Sales of milk going into all dairy products are projected to have grown by 2 percent in 1998.

2) Producers and processors formed an integrated fluid milk marketing plan. In 1998, farmer-funded marketing efforts targeted children, while milk processors focused on teens and young adults. This partnership led to full integration of the "got milk?@ and "milk mustache" advertising

campaigns. It also has paved the way for a \$187 million marketing program in 1999, including advertising, retail and school food service promotion, public relations, publicity, and nutrition education.

3. Producers and processors identified new ways to increase demand through improved packaging, more flavors, and better handling. This partnership has led the way to more single-serve containers found in more and more locations. Farmers and processors are working to grow fluid milk sales in convenience stores, vending machines, and other areas of distribution. Promotion programs also work in school cafeterias to increase chocolate milk sales and

show food service workers how to keep milk cold through proper handling and temperature control education efforts.

4) "Behold the power of Cheese™," the largest cheese marketing campaign ever, helped grow cheese demand. The \$57 million campaign, launched in February 1998, includes advertising, public relations, retail promotion and food service marketing efforts at the national, state and regional levels.

5) The "Do it with dairy.™ dry milk and whey marketing launch is making headway with food formulators and technologists. Food manufacturers are key to increasing the total value of milk.

Dairy research centers across the United States developed dry milk and whey ingredient application labs to help dairy ingredient users with formulation and other technological needs.

6) Dairy products gained key endorsements from leading health organizations. The role of milk and dairy foods in a healthy diet was endorsed by the American Academy of Pediatrics, the American Heart Association and the National Institutes of Health, among others. These endorsements are important in maintaining dairy's role as a nutritious food in the American diet.

7) Dairy-friendly health and nutrition research had widespread publicity in consumer media. Farmer-funded research included a study indicating that low-fat dairy products can help reduce the risk of colon cancer. The results of

this research prompted more than one billion "impressions" (the estimated number of time positive dairy messages are seen or heard) in consumer media.

8) U.S. dairy export markets continued growing. Despite ongoing financial crises in Japan and Brazil, projected overall exports grew by 2 percent. Japan's U.S. product imports increased 26 percent over 1997 for ice cream and 12 percent for cheese. Brazil's U.S. ice cream imports increased 12 percent. U.S. Dairy Export Council@ (USDEC) "reverse trade missions" brought U.S. dairy product buyers into our country, resulting in projected U.S. dairy product sales increases of \$1.3 million in China.

9) Dairy farmers are leading a "Year 2000" effort to study dairy promotion's structure, processes, operations and marketing approaches. This effort will strengthen grass-roots involvement of dairy farmers and local boards in directing the unified national program. It will also identify promotion's role in the marketplace and determine the best ways to invest promotion dollars to increase demand.

10) An industry-wide public relations campaign was launched to strengthen the image of dairy in consumers' minds. This campaign is based on the idea that negative consumer attitudes toward the dairy industry or its production practices can affect sales. The campaign will gain further momentum in 1999.

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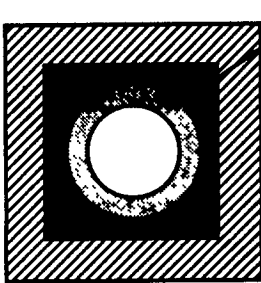
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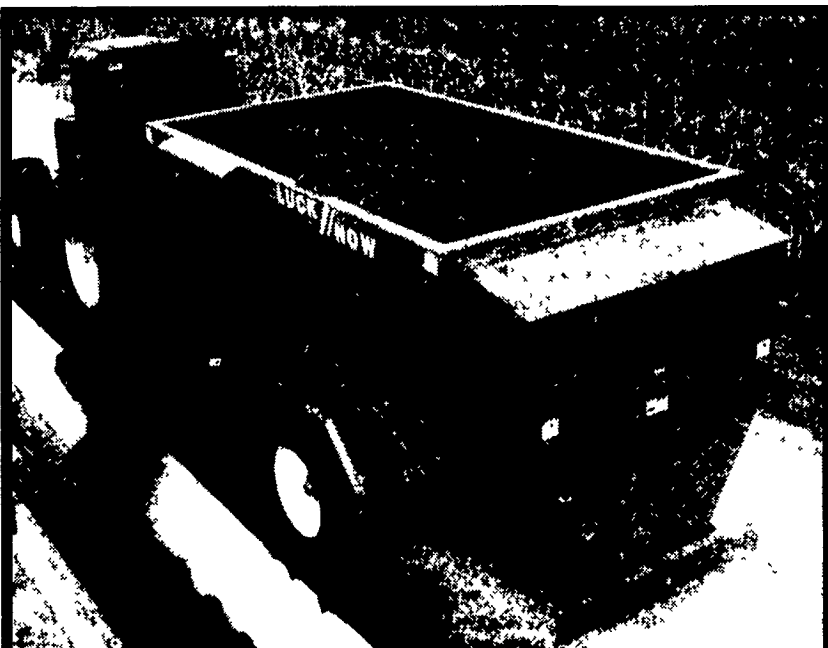
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Cheese, Milk Ads To Air January

The dairy farmer-funded "Behold the power of Cheese.™" advertising campaign will launch two new TV ads beginning January 11. These commercials will air nationwide as part of the ongoing campaign to increase cheese consumption among cheese "cravers" (those who love to eat cheese "as is") and "enhancers" (who love to cook with cheese). These humorous spots are designed to persuade cheese lovers to consume even more cheese.

Also in January, the integrated dairy farmer and processor fluid milk campaign will air a new "got milk?@" commercial written by and for kids. The latest ad written by Matthew Anderson, an Illinois third-grader who is donating a portion of this earnings to help children who cannot afford milk.