

DAIRY CHECKOFF

Working For You!

IN THE MEDIA

"Got milk?" TV commercials, outdoor billboards and print advertisements position milk as a contemporary beverage and reminds consumers that milk is something you can't be caught without!

"Behold the Power of Cheese" TV commercials and print ads touch the hearts and tastebuds of consumers by demonstrating that people will go to nearly any length to get their hands on cheese

Nutritionists participate in TV, radio and newspaper interviews to dispel common misconceptions about milk and other dairy products and showcase dairy as convenient, delicious and nutritious

IN THE CLASSROOM

Chef Combo influences eating habits for a lifetime by encouraging pre-school and kindergarten students to taste and appreciate dairy foods

Pyramid Café and Pyramid Explorations teaches second and fourth grade students basic nutrition and builds positive attitudes toward milk and cheese

www.drink-milk.com shows kids ages 9-14 how to combat the growing calcium crisis and provides teachers with a corresponding lesson plan

IN THE SCHOOL CAFETERIA

To improve milk's image and appeal in schools, dairy farmer dollars continue to address the age old concern of warm milk.

- New serving line milk coolers are being placed in schools with the greatest need
- Opportunities are being researched to increase milk portion size in schools.
- Chocolate milk is promoted because kids often prefer chocolate over white milk
- School food service personnel are trained in dairy case care and handling.

IN THE SUPERMARKET

To increase incremental milk sales, joint in-store marketing opportunities are created with milk companion foods like cereal

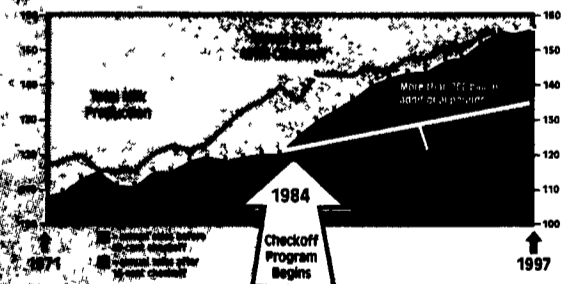
To increase incremental cheese sales, retailers are provided with customized cheese promotions including TV ads and in-store sampling events

IN THE DOCTOR'S OFFICE

Dairy-friendly patient education materials are made available to doctors, dietitians and nurses

Dairy research updates distributed to the medical community highlight dairy's role in preventing osteoporosis, high blood pressure and colon cancer

TOTAL MILK SALES ON THE RISE



The dairy check-off promotion program was started by dairy farmers in 1984 with one purpose - to increase the demand for dairy products...and it's doing just that!

Total milk sales have increased by 29% since 1984.

Per capita consumption of all dairy products has increased since 1984 - that's an increase of 72 pounds more per person!

Total milk sales since 1984 has exceeded USDA projections by more than 1 billion pounds!

For more information, call

1-800-292-MILK

Administered by the National Milk Producers' Association & Dairy Council Mid East
 National Dairy Promotion Program

