

## \$59 Million Farmer-Funded Cheese Campaign Aims To Increase Sales

ROSEMONT, IL.—A \$59 million integrated marketing campaign funded by America's dairy farmers is working in 2000 to help increase cheese sales beyond the record levels seen in 1999, when cheese commercial disappearance increased about 6 percent.

The integrated program will include TV and print advertising, product publicity, retail promotion, foodservice marketing, and product research and technology. All of these elements will be working together to increase cheese sales on behalf of America's dairy farmers.

New components include:

- New television and print advertising, featuring the revised tagline "Ahh . . . the power of Cheese™"
  - A more flexible retail campaign that allows grocery store chains to participate throughout the calendar year
  - A more aggressive foodservice program to develop more cheese-friendly menu items with national restaurant chains.
- "With these fresh elements leading the way, the program is

on track to meet its three-year business goal of increasing U.S. per capita cheese consumption to 30.5 pounds by the end of 2000, compared to 28.9 pounds in 1998. There are good opportunities to meet that goal, as consumers continue to increase their cheese purchases and consumption," said Dick Cooper, vice president of cheese marketing for Dairy Management Inc.™ (DMI).

Highlights of DMI's 2000 cheese marketing program include:

**Advertising:** The "Ahh . . . the power of Cheese" campaign kicked off in January with new, highly entertaining TV spots and print ads designed to help unite cheese lovers everywhere and "trigger the crave" for cheese. One of the spots features a fictitious presidential candidate who loses his following after revealing that he does not like cheese. Other new spots will air this spring.

**Retail Promotion:** This award-winning program helped increase retail cheese sales 3.7 percent in 1999. Participation in

2000 includes about 130 retail chains representing 60 percent of the U.S. grocery food sales. More flexible scheduling allows supermarket retailers to participate throughout the calendar year via retailer-customized TV, radio, direct mail and in-store cheese sampling events in return for expanded retailer cheese advertising and merchandising support.

**National Restaurant Promotions:** DMI helped Pizza Hut conduct market testing for the "Ultimate Cheese Pizza" promotion, which officially launched February 21. This pizza features a blend of six types of cheeses and uses 50 percent more cheese than the average pizza. A large "Ultimate Cheese Pizza" contains a full pound of cheese.

In addition, Wendy's Cheddar Lovers' Bacon Cheeseburger is back in Wendy's outlets this winter after a successful promotion last May, when an extra 2.25 million pounds of cheese were sold during a four-week promotion period.

**Product Publicity:** In April

dairy promotion will team up with TV personality Mr. Food® in a nationwide search for America's most cheese-friendly breakfast recipe using at least two kinds of cheese. The contest encourages consumers to add cheese at breakfast, the meal that currently has the lowest cheese consumption. The March issue of Better Homes and Gardens magazine featured a call for entries among its nearly 27 million readers.

These new elements for the 2000 cheese marketing program are integrated with existing efforts, such as the "Cool School" program, whereby school food service operators that increase their purchases of 100 percent REAL cheese pizzas are

awarded bonus points that can be redeemed for much-needed school equipment and other merchandise.

What is more, product research will continue working to identify industry critical needs and conduct research to best control the taste, melt, stretch and aging process of cheese to help increase usage among food manufacturers.

"Dairy farmers strongly support efforts by farmer-funded promotion groups to increase cheese sales," said Lyle Tjosaas, a Minnesota dairy producer and chairman of the DMI cheese committee. "We believe these efforts will be successful in increasing cheese consumption among our target audiences."

## Barn Meeting Scheduled

HONESDALE (Wayne Co.)—A Barn Meeting has been scheduled for Monday March 20th from 1:30 p.m. to 3:00 p.m., at the Kevin and Gerarda Burleigh and Family Farm, (Burle-Acres Holsteins), located along Route 371, near Pleasant Mount.

The purpose of this Barn Meeting is to offer and introduce two new dairy cattle-related topics to area dairy farmers. The first topic, will offer useful and current information on: "The New Johne's Control Program In Pennsylvania." The second

topic is: "Would Your Dairy Farm Be Able To Pass A Dairy Farm Biosecurity Audit?" Dr. Dave R. Wolfgang, Field Studies Director, Department of Veterinary Science, the Pennsylvania State University will address both of these topics.

For more information, please contact the Wayne County Cooperative Extension at 253-5970, extension 239. The Wayne County Cooperative Extension and the Department of Veterinary Science at Penn State University are sponsoring this meeting.

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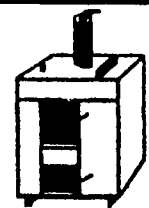
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