

\$180 Million Campaign Aims to Increase 2000 Fluid Milk Sales

ROSEMONT, Ill.—Dairy producers and fluid milk processors kicked off a jointly-funded \$180 million integrated marketing campaign this month with the intent of maintaining the fluid milk sales gains seen in 1999.

"We are working to help increase fluid milk sales through an aggressive mix of strategies, including television and print advertising, public relations, retail promotion, school foodservice marketing, nutrition research, and product technology efforts," said Linda Racicot, executive vice president of domestic marketing for Dairy Management Inc.™ (DMI), which manages the national dairy checkoff on behalf of America's dairy farmers.

The 2000 fluid milk program includes these new elements.

Chocolate milk promotion: In March, dairy producers and processors will be partnering to increase consumer demand for chocolate milk through the "Chocolate: The Wilder Side of Milk" campaign. Shoppers who purchase chocolate milk at participating retail locations that month are eligible to enter a sweepstakes to win special "got milk?" merchandise. A portion of all chocolate milk sales proceeds in March will be donated to the Boys and Girls Clubs of America. The campaign will be supported by national print advertising and will be introduced into school cafeterias through Batman posters that feature chocolate milk.

The "Milk 2000" Tour: In April, "milk mustache" mobiles

will begin rolling into more than 100 target cities across the country. The tour will inform consumers about why they need milk in their diets, as well as remind them about milk's good taste. The goal is to reach consumers 250 million times with positive milk messages via print, radio, and television media.

June retail promotion: To help celebrate June Dairy Month, producers and processors will work with participating retailers across the country to increase gallon sales by offering "instant-win" prizes on milk bottle caps.

School foodservice marketing: In August, dairy promotion will launch a "Milk Rewards" campaign offering schools incentives to implement dairy-friendly milk handling and marketing practices to help increase school milk sales. Schools that increase their milk consumption can earn points to redeem for cafeteria milk coolers, educational software, computers, sports equipment for athletic programs, and even a special visit from a milk mustache celebrity.

In addition to these new campaigns, dairy promotion will continue efforts in advertising, nutrition education, product technology, and nutrition research.

Ongoing milk advertising efforts in 2000 will include a continuation of the integrated "got milk?" and "milk mustache" campaign through both television and print advertising, which carries a strong health

benefit message to consumers.

Nutrition education programs that carry positive milk messages to primary school children aim to achieve even greater teacher use of dairy-friendly curriculums developed by National Dairy Council®.

In addition, NDC-funded dairy nutrition research will continue to investigate the role of milk in helping to reduce the risk of high blood pressure, cancer and obesity, as well as the importance of milk in a healthy

child's diet. Public relations efforts will report the results of these findings to millions of consumers through print and broadcast media.

On the product technology side, research efforts continue working to increase the shelf life of milk to increase consumer satisfaction, and thus increase sales.

"While no one single strategy is enough by itself to make the impact in fluid milk sales we are seeking, we believe that all of

these strategies working together will help achieve our goal," Racicot said.

"Dairy producers strongly support these joint efforts by farmer-funded promotion groups and milk processors to increase fluid milk sales," said Joe Bavido, a dairy producer from Sharon, TN, and chairman of the fluid milk committee for DMI. "We believe they will be successful in persuading more consumers to make milk the drink of choice more often."

USDA Announces Plans To Adopt Pork Yield Guidelines

WASHINGTON, D.C. — The Agricultural Marketing Service announced proposed guidelines for reporting livestock pricing details to the USDA Livestock Mandatory Reporting Act of 1999.

Using adopted guidelines, USDA will determine a common percentage lean measurement which will be used by meat packers for reporting of market information for pork carcasses and slaughter hogs.

The guidelines will be based on a formula developed from a research project called the "Quality Lean Growth Modeling Project," funded by the National Pork Producers Council.

Current official U.S. grades for pork carcasses and slaughter hogs cannot be used to determine a common percentage lean

measurement. From the Quality Lean Growth Modeling Project, formulae were developed for the various instruments and methods used by most pork packers. AMS plans to adopt those formulae as the basis for the guidelines it will use for reporting market information for swine. This option was the consensus of pork industry representatives at a meeting sponsored by AMS on January 12.

AMS invites your comments on these guidelines. The guidelines will be available from USDA, Livestock and Grain Market News Branch offices across the country, or a copy may be obtained by contacting Herbert C. Abraham, Chief, Standardization Branch, Livestock and Seed Program, Agricultural Marketing Service, U.S. Department of Agriculture,

Room 2603 South Building, STOP 0254, P.O. Box 96456, Washington, DC 20090-6456; phone (202) 720-4486. They will also be available on the AMS website at www.ams.usda.gov/lsg/lsg-st.htm. Please submit your comments to Herbert C. Abraham at the above address, by FAX on (202) 720-1112, or via e-mail at Herbert.Abraham@usda.gov.

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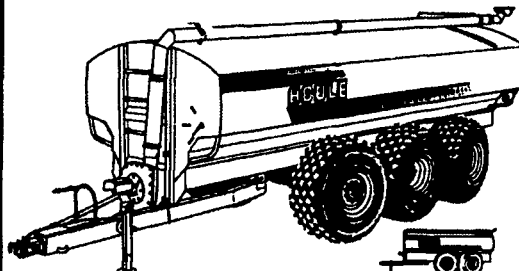


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