

Vending Machines And Retail Campaign Lead April Promotion Efforts

Vending Machines Offer Expanded Market for Milk
Through a jointly managed test program by Dairy Management Inc.™ (DMI) and MilkPEP, consumers now have access to ice-cold milk from 39 vending machines located in schools, hospitals, businesses, and airports in six southern and northeastern cities.

Consumer focus groups have said that, in order to buy milk from vending machines, they want convenient packaging, such as single-serve plastic containers, along with the assurance of freshness. They also liked the idea of buying milk in conjunction with sweet snacks, such as cookies.

This research has resulted in the development of two vending machine models: one strictly dedicated to milk vending, the other designed to sell milk and Nabisco sweet snacks packaged together. These machines have been installed in U.S. markets this spring. Both serve a variety

of 16-ounce single-serve plastic containers of milk.

The Fluid Milk Strategic Thinking Initiative (FMSTI), a fluid milk "think tank" formed by MilkPEP and DMI, is contracting with a market research firm specializing in vending equipment to collect sales data from the test. FMSTI will use the research to evaluate the potential opportunity vending holds for increased fluid milk sales.

Largest-Ever Fluid Milk Retail Promotion Begins May 29

Milk processors and dairy farmers are co-partnering with food retailers to sell more milk in the month of June via the Milk Mustache "Fame Game," which promises to be the most widespread retail promotion ever for fluid milk.

"Fame Game" is a nationwide on-the-cap promotion featuring more than 200 million game caps on gallons of white

milk. The game allows consumers to win instant prizes, including "got milk?®" merchandise and products from tie-in partners, including Jell-O and specific retail chains. Consumers can win instantly or collect key game pieces for the chance to win special prizes, including the grand prize of becoming a Milk Mustache celebrity for a year.

Point-of-sale materials for "The Fame Game" will appear in retail outlets during the month of June. Event-specific television and print advertising begins May 29.

NIH Panel Confirms Dairy's Role in Osteoporosis Prevention

Low calcium intake caused by low consumption of dairy products and a generally low level of fruit and vegetables can put Americans at risk for osteoporosis, according to a consensus statement released by an independent, non-government panel of experts convened at a National Institutes of Health (NIH) Conference meeting earlier this spring in Washington, D.C.

"Calcium is the nutrient most

important for attaining peak bone mass and for preventing and treating osteoporosis," the panel's statement said. "Factors contributing to low calcium intakes are restriction of dairy products, a generally low level of fruit and vegetable consumption, and a high intake of low calcium beverages such as sodas."

The statement also said that, while current government recommendations for children and teens ages 9 to 18 call for calcium intakes of 1,300 mg/day, or the equivalent of four servings of dairy products, only about 30 percent of boys and 10 percent of girls actually meet these recommendations. Similarly, adequate intake of vitamin D, which helps maximize calcium absorption, was cited as important for bone growth and development and in the prevention of osteoporosis. As milk consumption among children drops off, however, adequate intake of vitamin D is also at risk, the panel said.

"This report reinforces the importance of all children and

adults consuming three servings of dairy a day to get the calcium and other nutrients needed to build strong bones and reduce osteoporosis risk," said Greg Miller, vice president of nutrition research for National Dairy Council® (NDC), the nutrition marketing arm of Dairy Management Inc.™.

For more on the conference, see NDC's site at www.nationaldairyCouncil.org.

National Dairy Council Web Sites Win National Acclaim

Leading nutrition and health on-line rating guides recently recognized two National Dairy Council® (NDC) Web sites for excellence. NDC's Nutrition Explorations site (www.nutritionexplorations.org) received the highest possible ranking from Tufts University's Nutrition Navigator, an on-line rating guide that evaluates nutrition-based Web sites. The site provides educators with fun, easy-to-use activities to teach kids about nutritious foods - including dairy products - and information on how to eat healthy.

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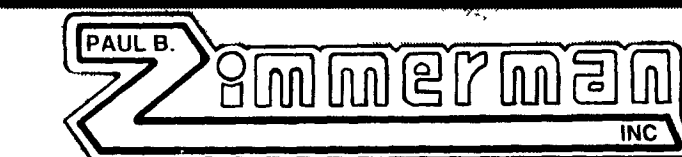
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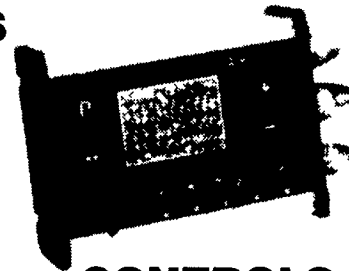
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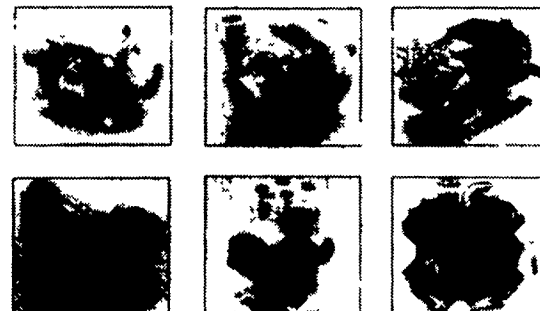
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